

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXIX, No. 2

NEW YORK, APRIL 14, 1927

10c A COPY



B. A. I. S. 1901 with  
N. W. Ayer & Son



## *"Come in, Come in!"*

WHEN virtually everything out of sight of the harbor was frontier and the manse was a log house, "Our latch-string is always out," truly expressed the ultimate in cordial welcomes.

The latch-string has given place to locks. A bell announces to distant ears the arrival of "Guests!" But hospitality has not lessened.

"Come in, come in," invites the handle of gleaming brass or solid bronze—and a great knocker, replica of Colonial times, fairly reaches out an eager hand of hostship. The door swings wide on genial hinges.

To own this kind of hardware is the invitation written into each advertisement of Sargent & Company, New Haven, Conn.—appeals to hospitality and pride in home. For twenty-six years we have watched this advertising grow in attraction and effect.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# A SELLING MEDIUM

RATHER THAN AN ADVERTISING MEDIUM

## IMPORTANT BUYERS

All Lines—Everywhere—Buying Every Product  
order and pay for this

## SUPERIOR PURCHASING GUIDE

and rarely look elsewhere to find sources of supply

No matter what the product, this Register will present the sales message to the right man at the right moment, the moment when he wants to buy.

*The only  
"Paid" circu-  
lation work of  
its kind.*

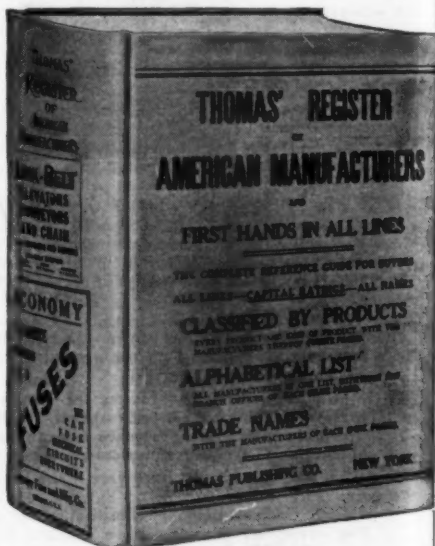
*(Nearly 90%  
paid)*



*It aims at  
100% com-  
pleteness, re-  
gardless of  
advertis-  
ing. That is  
why*

**BIG  
BUYERS  
Prefer it.**

**A. B. C.  
MEMBER  
(THE ONLY ONE)**



## 2350 Advertisers Use 8025 Spaces

*Most of them use "Keys" and know what they get*

Space costs for only one issue a year, but continues as effective throughout the year as if repeated every week or every month.

THOMAS PUBLISHING CO., 461 Eighth Ave., New York

**"Out of Thomas' Often Out of Sight"**  
Means  
**AT THE BUYING MOMENT**



# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXIX

NEW YORK, APRIL 14, 1927

No. 2

## Nineteen Factors That May Slow Up an Individual Business

It Is Easy to Blame the Advertising or Selling When Sales Slacken But Actually the Trouble May Be Due to Other Causes

By Ray Giles

OF all the remarks made when the outlook of an individual business is not all that it might be, probably these two have been uttered most often:

"Our advertisements don't seem to pull as they used to."

"Our salesmen don't go after the business as they used to."

Most of us will admit that we are hunters after the short cut. The short cut is one of the idols of business. It seems so efficient. We like so much to make quick decisions. And when business is difficult to get, the shortest cut is to blame the advertising or the salesmen. Aren't they the means by which we dispose of our products? If goods aren't moving, where else can the blame lie?

But the difficulty does very often lie in other directions. The salesmen and the advertisements are but outward and visible signs of the policies back at the home office. The factors listed here will remind us of that. They are not all of the points that should be checked against when slowing-up is noted, but here are at least enough of them for a single session.

### I. *Failure to gain on the market.*

This is the result of being content with small but steady gains from year to year. In many lines of business, satisfaction over attaining such a goal is pretty sure to end fatally. For example, consider any new industry such as automobiles or radio. An automobile manufacturer built 1,000 cars in

1907. He was a big producer—a leader in the field. By 1917, he had doubled his production. What's the matter with that? By 1927, 3,000. But now instead of being a leader in the field he is on the doubtful fringe of the industry. The manufacturing and marketing advantages of the real leaders, together with the possibility of a price war, make his outlook very doubtful indeed.

Of course, no one who has headed an automobile plant during the past twenty years would have been content to expand at the rate of 10 per cent a year; but it is surprising at times to see how well satisfied some manufacturers are with small gains, simply because they are comparing their own current sales with the figures of a year ago instead of comparing them with the total consumption of their class of goods.

This attitude of content-with-small-gains almost always ends up in an actual decline. It percolates into the advertising and selling efforts and makes them flabby. It slows up improvements in manufacture. And the only way to be sure of even small gains is to strike out for big ones.

### II. *Failure to provide for experimental work.*

Every company that expects to go forward must plan constant improvement in its product, and in manufacturing, selling and advertising methods. Unless there are definite departments or funds set

aside for this purpose the work is in danger of being overlooked.

For product improvement, such companies as General Electric and General Motors maintain immense laboratory equipment. Other companies believe in letting the other fellow do the experimenting. In most cases, they can add the improvement quickly when it has proved its value. New products which seem perfect in the laboratory sometimes show serious shortcomings when they get into the hands of users.

Probably more experimental advertising is being done today than ever before. Trial advertising campaigns are used to prove soundness of copy approach. In one case, the manufacturer takes a single State as his laboratory. He confines his experiments in sales and advertising methods to that territory alone.

But our purpose here is not to quote instances of experimental methods. We are simply reminding ourselves that the slowing up of an individual business may be due to failure to be constantly on the lookout for improvements in product and marketing.

III. *Failure to operate in a large enough territory.*

A manufacturer in one of the richest territories in the United States operated in only three States. His leadership made him one of the largest manufacturers in the field. But when he got into such labor troubles that he had to move out of the territory, his business life had to start all over again.

And so, to avoid slowing-up due to unforeseen local or other developments, it is wise to have enough territory so that if part of it slows up there is a chance to make up the loss somewhere else.

IV. *Failure to be prepared when patents expire.*

Not much of a factor to most manufacturers. But where it is a consideration, it may develop into a serious one.

If you have enjoyed patent privileges which are to expire three years hence, what will you do then? One manufacturer I know has been thinking up the worst things that might happen under these cir-

cumstances. By putting them all down and concentrating on them he has found that two simple steps are apparently going to take care of any contingency that may arise.

V. *Failure to know which sex buys most of your goods or is the determining factor.*

Men buy all the cigars. Women buy all the pillow cases. But how about automobiles? An ugly but highly efficient car will probably have a greater appeal to men, while a handsome but average-performing car may have more appeal to women.

Again, what per cent of the candy sold is eaten by men and what per cent is eaten by women? Further to complicate your thinking, why did a five-cent confection in a blue package sell mostly to men while the same goods in a different flavor in a red package were bought more heavily by women?

Too often we think we know just where we stand with the two sexes, but our "facts" aren't facts at all.

VI. *Failure to aim at the right class of buyers.*

A piano is expensive. But does that mean that it can be sold most easily to rich people? Not necessarily. In some sections, the relatively poor will absorb more pianos per block than the well-to-do.

Lots of butchers will tell you that the poor are their best customers. These outdoors working-men need red meat and plenty of it. With the well-to-do, the need is not so great and temperance in meat-eating is a growing trend.

VII. *Failure to know exactly what habits of the customers cause sales resistance.*

Curved stem pipes, for example, sell better in the West than in the East, while straight stem pipes sell better in the East. Pipes with horn bits are favored by many of the foreigners in the coal regions and mining towns.

In New England, a Londres shape cigar sells very easily, while there is sales resistance to it nearly everywhere else.

One manufacturer inaugurated a one-price line. But the women who bought the goods like to shop.



*65% of our total business is with clients who chose our service when they first started advertising*



*40% of our total business is with clients who have been with us for at least 10 years*



*An additional 35% of present McCann business is with clients dating back 5 years or more*

## BUSINESS HISTORY

Those interested in the business history of The H. K. McCann Company may obtain from these simple graphs an idea of the essential soundness of the company's relations with its clients.

## THE H. K. McCANN COMPANY

*Advertising*

NEW YORK  
CLEVELAND  
CHICAGO  
LOS ANGELES



SAN FRANCISCO  
DENVER  
MONTREAL  
TORONTO

His fixed price policy had no appeal to the shopping instinct.

Another tried to sell his high-price specialty at a lower cash price only to find that instalment buying had become the fixed practice in his line of business. His price concession for cash was worthless.

One of the most thorough advertising men I know has always tried to sell behind some store counter any goods which he is called on to advertise. A few days of this intimate contact often give a light on buying habits which cannot be gotten in any other way.

VIII. *Failure to keep reselling salesmen, jobbers and dealers on the merits of the goods.*

Ten minutes after your salesman signs up a new dealer, some other salesman may be telling that very same dealer a story about a competitive line which makes the retailer wish he had never heard of you!

If salesmen could hear all the competitive talks that their dealers listen to they would realize more keenly the need for a continuous policy of resalemanship. "I know," objects the salesman, "but this man's thoroughly sold on our line. Been selling it for sixteen years. He doesn't want to hear our sales story all the time."

Maybe he doesn't. But to give him nothing but courtesy calls is to leave him fully exposed to the other fellow's siren song. When these nice old accounts quit unexpectedly, the reason usually may be traced back to failure to keep on reselling them.

IX. *Failure to "sell" those who may influence the customer—dealer's clerks, servants, chauffeurs, stenographers, etc.*

These are the people who may be able to kill the results of a sale made to their superiors. Thus the dealer stocks up but his clerks don't know why they should push the goods. The lady of the house buys new electrical equipment but the servant misuses it and declares it no good. The plutocrat mentions casually to his chauffeur that he has about decided to order a certain make of car and is told

that that car is always breaking its springs or grinding its rear end to bits.

Failure to cultivate these important secondary personages has explained in some cases the general slowing up of sales.

X. *Failure to explain changes in prices or product.*

The advantages of such changes are so clearly seen by the manufacturer that he thinks they will instantly be recognized as improvements by the trade and the consumer. But changes without explanations raise suspicions in many minds. Competitors may have explanations of their own which they try to impress upon the dealer either directly or by innuendo. So the manufacturer should be the first to give his own reasons why such changes have been made.

XI. *Failure to correct misuse of product.*

Perhaps the goods go out without adequate directions for using. Sometimes over-enthusiastic advertising arouses expectations which are not quite realized. One young mother recently told me that she had given up a certain widely advertised food product. Her ten-year-old daughter insisted that it was all right to eat a whole package at one sitting, pointing triumphantly to a sentence on the wrapper which reads, "Let the kiddies have all they want. It can only do them good."

But the mother objected, "If Ruth ate all she wanted, she wouldn't have room for the other things I want her to eat."

Electric waffle irons are accompanied by waffle recipes. Automobiles by instruction books. Garments carry tags describing the best method of laundering. Misuse is too dangerous a risk to play with.

XII. *Failure to recognize competition in fields other than one's own.*

A hot summer night may turn moving picture money into ice-cream money. The same sultry night may take the money that was going to the butcher for a steak and divert it into the grocery store for fruits and vegetables.

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

March 31 circulation statements of Brooklyn newspapers show that the above line will hold true for the year ending that date.

The Standard Union still leads.

R. G. R. Hunsiman  
President

That's one kind of competition which is pretty hard to meet.

Candy eating has had the boyish figure as a fierce competitor. Now that the dangers of excessive weight reduction are being played up on all sides, we need not be surprised if candy-eating picks up.

Of course this is a case where the remedy may lie in association work rather than in the hands of one manufacturer. For example, no one sauerkraut producer could have spent enough money to make the public aware of the dietetic value of that food. But the association could and did.

Our point here, however, is to remind ourselves that the factor which may be slowing up an individual business may be entirely outside its own field. It is too easy to think of fellow manufacturers of similar products as our chief or only competitors.

*XIII. Failure to concentrate on the most salable items in a line.*

In almost every case where a line of goods is manufactured, it will be found that the real profit is made on comparatively few items while the chances are that the remainder of the line shows an actual loss.

It is too easy also to think that the full line must be continued either as a convenience or for strategic advantages. If the manufacturer is not making money on such items the chances are that the dealer will also have the same experience with them.

All of which is sure to slow up the line as a whole since the time and money spent to sell all items would probably, if concentrated on the leaders, result in more profit all around.

*XIV. Failure to allow time for the breaking down of old buying habits when introducing new models.*

The head designer for one of the biggest clothing manufacturers once showed me a novel coat he had got up. He expected to make a killing on it. The coat fell flat. However, a few manufacturers copied it and sold it in a small way. Three years later,

the coat suddenly blossomed into great popularity. In the meantime, the originator had given it up in disgust.

Radical innovations are not always immediately accepted by either the trade or the public. Sometimes it is wise to hold back the radical product and work toward it gradually in steps. For example, an eight-cylinder automobile engine, if announced in the days of "one-lungers" might have been unsalable. But after four-cylinder and six-cylinder jobs had proved their way, the public was readier to accept an eight.

*XV. Failure to recognize the requirements of climatic and geographical differences.*

The manufacturer who has been selling mostly in the North may find that smaller units and different packages are needed in the South to protect his goods against spoilage.

Hair tonic people report that their goods are much harder to sell in some parts of the country than in others. A cough drop may thrive better in wet country than dry. In some sections, the dust is so gritty that dull-finish furniture is preferred to smooth-finish. It scratches less when dusted. A certain type of cheap floor covering flourishes surprisingly in some of the Southern negro sections. It was found that the darkies walked barefooted about the house and this particular floor covering felt "mah'ty good" to unshod feet.

*XVI. Failure to handle the problem of substitution.*

To discuss remedies for this particular problem would require too many pages. Substitution may be such a powerful slower-up of business that at times it is the one and only problem to focus on.

*XVII. Failure to narrow down to the two or three main problems—and handle them.*

It is only human to delight in thinking about all the problems we have in life and business. The more numerous they seem, the greater our heroism in facing them. But the more problems we

(Continued on page 196)

# The First 100 Years

MAY BE THE HARDEST BUT—

**The Youth's Companion**  
(100 Years Young)

Has successfully passed  
them. It now enters the

**SECOND CENTURY**

of continuous publica-  
tion, more firmly en-  
trenched than ever in  
the hearts of America's  
Juvenile World.

Circulation, 275,000,  
Net Paid (ABC) Re-  
bate-backed, Guar-  
anteed.

What youth wants it  
finds a way to buy,  
either by earning the  
money or persuading  
Dad or Mother to kick  
in with the price.

**NO MORE RESPONSIVE  
MARKET EXISTS**

**THE YOUTH'S COMPANION**

**8 ARLINGTON ST.**

**BOSTON, MASS.**

*An Atlantic Publication*



# Swash and the 3 Musketeers of Memphis

Copy That Breathes the Stirring Air of Romance Creates Personality for This Bookshop

**"T**HEY engage in business . . . because there are no longer any long, slimy green dragons holding captive maidens in durance vile, no holy sepulchres to be reft from the infidel, no Pacifics to be viewed for the first time."

Dignity being a rather well-grounded tradition of the business of selling books, they ought to have been conventional and given the business their own names. But "Wills, Biggs & Chamberlin, Books and Periodicals," sounded a trifle tawdry and tame to these three young men. So they jettisoned their dignity and called it "3 Musketeers, Inc., Swashbuckling Booksellers."

Since then newspaper and direct-mail advertising has given their shop a personality in Memphis and a list of accounts sufficient to show that color and imagination in a book business will get results.

It was a little over six months ago that Mallory Chamberlin, advertising man with a Memphis newspaper, Albert W. Biggs, a bond salesman, and Ridley Wills, a novelist and column conductor, half-seriously began to think about turning booksellers. So they became the owners of a bookshop in the Hotel Peabody, Memphis.

Then they started off with the theory that although a business might grow in time as its character became known, consistent advertising (not necessarily in large

space) would establish their shop without long delays and speed up its growth. The first copy ran eighty-four lines, announcing the opening of the shop over an illustration of Dumas' three roistering heroes, their rapiers aloft. Since then every week, and sometimes oftener, these swashbuckling booksellers have told book buyers in Memphis what they have to sell.

Ninety per cent of the shop's advertising fund is spent in newspapers and the balance in direct mail, each expenditure dovetailing into a plan that aims at keeping customers and prospective customers aware always of the shop and its conveniences.

Exclusiveness does not enter into the business of selling books. Rival publishing houses act as retailers of each other's products. No bookseller, aside from old

and rare volumes, has merchandise to sell that competitors do not offer or cannot get at the customer's request. Thus it is that bookshops are essentially on the same plane. Or aren't they? The little group of Memphis adventurers insists on believing that if there is room for personality and individuality in any business, it would be difficult to find a business more adapted to the spirit of adventure and romance than that of selling books.

The buyer of books picks up his evening paper to read:



Albert W. Biggs • Mallory Chamberlin • Ridley Wills

THIS ILLUSTRATION APPEARS IN MUCH OF THE "3 MUSKETEERS" ADVERTISING AS WELL AS ON THEIR BILLS AND LETTERHEADS



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*More Than One Half Million Wisconsin Readers Every Day*

---

## A Cool Half-Million for Electrical Refrigerators!

**A**LTHOUGH electric refrigerators are generally considered luxuries, more than 1,400 Milwaukee families will spend approximately a half-million dollars for them this year.

This fact is revealed in the 1927 Consumer Analysis of Greater Milwaukee based upon questionnaires personally answered by housewives representing a true cross-section of this rich market.

Volume III—now being mailed to advertising and sales executives—covers Household Equipment, Electrical Appliances, Wearing Apparel and Buying Habits. A request on your business stationery will bring you this valuable market index by return mail.

## THE MILWAUKEE JOURNAL

**W FIRST BY MERIT W**

---

*Read by More Than Four Out of Five Milwaukee Families*

---

"Books and Brooks—Brooks (not the natty clothing manufacturers, but wet ones) go on forever," said some wise bird. Books, however, to appeal to the reading public, must be new—and well chosen. The "Swashbuckling Book-sellers" are daily receiving their splendid spring stock. All kinds of books for all kinds of folks. Sooner or later you're just bound to be our clients. Why not now?

Or perhaps his trend of thought is sidetracked a half dozen times during the day by remembering that in an advertisement he read the 3 Musketeers have "all the books that are fit to print and some—we regret to say—that are not."

However, not all the Musketeers' advertising is swash. They are after zest, buoyancy and even cockiness, but there are, too, books to be sold. So some of the copy is straight merchandise offering, the newness of the shop's stock, and the circulating library which goes out of town by mail. The principal point, and it is worthy of some emphasis, is that the Musketeers advertise regularly to keep old customers interested and to start new ones toward their shop.

"Romance and swashbuckling actually live in the imaginations of many people," one of the Musketeers says. "Their hunger for adventure must be satisfied vicariously through books. We have tried to appeal to the book-loving instinct by throwing a little rollicking, modernistic phraseology into our copy and methods.

"Does it pay to dodge the rut and swashbuckle in advertising? Apparently it does, for in six months we have built up 300 steady and substantial charge accounts. We have probably three times that number of reasonably regular cash customers. There are about 500 members in Memphis of the lending library and nearly 100 out of town who 'let the postman be their librarian.' This is just a beginning, though we believe a pretty good one, all things considered. And the little motto that should be tacked on the tale of our story is: Advertise and make your advertising copy as you would put up pickles. Use a gosh-awful lot of spice."

## Sammons and Lum Advanced by A. W. Shaw

A. W. Shaw, president and founder of the A. W. Shaw Company, Chicago, publisher of *System*, *The Magazine of Business*, *Factory* and other publications, has resigned to become chairman of the board. He is succeeded as president by Wheeler Sammons, who was vice-president and general manager. Mr. Sammons has been with the Shaw company for fifteen years.

Merritt Lum, who was publisher of *Factory*, in addition has become publisher of *System*, *The Magazine of Business*, and vice-president in charge of publications. He joined the organization in 1911.

Russell L. Putnam, advertising manager of *Factory*, has been elected vice-president in charge of advertising. C. H. Forsythe has become vice-president in charge of circulation. Thomas S. Rockwell has been made vice-president in charge of the book division, of which he has been director.

## Ernest John Joins McLain-Simpers Agency

Ernest John, for sixteen years associated with the Victor Talking Machine Company, Camden, N. J., of which he was advertising manager, has joined the McLain-Simpers Organization, Philadelphia advertising agency. Recently he has been conducting an advertising business of his own at Philadelphia.

## Hawaiian Pineapple Company Starts Campaign

Magazines will be used in a campaign which the Hawaiian Pineapple Company, Honolulu, starts this month. The campaign will tell the story of the pineapple industry and the history of the company, which has long been engaged in the business of growing and canning this product.

The account is handled by the F. J. Ross Company, Inc., New York, which, for some time, has been engaged in planning and preparing the campaign.

## C. F. Church Mfg. Company Appoints Ayer

The C. F. Church Mfg. Company, Holyoke, Mass., manufacturer of church toilet seats, has placed its advertising account with N. W. Ayer & Son.

## Aeolian Company Appoints Barton, Durstine & Osborn

The Aeolian Company of New York has appointed Barton, Durstine & Osborn, Inc., to handle its national advertising.

## Air Travel Account with Calkins & Holden

Calkins & Holden, Inc., New York, has been appointed to direct the advertising account of the Colonial Air Transport, Inc.

# HARPER'S BAZAR

## A COMPREHENSIVE OUTLINE

### THE MAGAZINE—

*Edited for the smart American woman, and conceded by her—and by those who serve her—to be the leading fashion and social authority.*

### READERS—

*The social leadership group of America and the manufacturers and retailers whose primary market is this Inner Circle.*

### CIRCULATION—

*Controlled as far as possible by the Debutante Subscription Plan in which 1200 society girls select the highest type of readers in the 87 important cities. Sold, on selected news-stands only, at 50c per copy. Member—Audit Bureau of Circulations.*

### ADVERTISERS—

*Those manufacturers and retailers of fashion merchandise who know the benefits of "trading up," who teach the consumer to demand better merchandise at higher prices, who popularize their products by selling from the Inner Circle outward.*

### TRADE SERVICES—

*To advertisers, Harper's Bazar offers:*  
*A consultant service (in connection with the Debutante Bureau);*  
*A Trade Service which maintains intimate relations with buyers in the best retail stores everywhere;*  
*Counter and window cards;*  
*Cover reprints;*  
*Trade Supplements;*  
*A Travel Bureau . . . . to assist Travel advertisers*

*Inquiries are invited concerning the various services to advertisers*

# Exclusively in the Pigeon The Chicago



## Tired Eyes Made Young

ARE the years beginning to show in your Eyes? ... Are they less radiant. ... with dark circles around them. ... a tired look?

Let Kathleen Mary Quinlan help bring back Youth! Twenty years study in Nature's own laboratories of fields and woods have taught her that Nature has three laws for Eye Youth. First, cleanse the eyes. Second, nourish the tissue about them. Third, proper care of the skin beneath them. To fulfill these laws, she has compounded three preparations from herbs and flowers, honey and eggs.

QUINLAN EYE BATH, relieves strain and irritation, clears the eyes ..... \$1.00

QUINLAN VAH-DAH EYE CREAM, nourishes the tissue, refreshes that tired look ..... \$1.00

QUINLAN VAH-DAH EYE ASTRINGENT, keeps the skin firm and young ..... \$3.00

The Quinlan Youth Restoring Eye Treatment is described in Miss Quinlan's booklet, "Youth for Tired Eyes." This booklet and Miss Quinlan's famous preparations for the Eyes, Skin and Hair can be obtained at the leading downtown department stores.

*Kathleen Mary Quinlan*  
Salon - 665 Fifth Avenue - New York.

*Publishing 90% of  
All Local Gra-  
vure Advertising  
in Chicago.*

*The Saturday Evening*

# THE CHICAGO

*Member of The 100 of America*

**Advertising  
Representatives :**

**NEW YORK**  
J. B. Woodward  
110 E. 43d St.

**CHICAGO**  
Woodward &  
300 N. Michigan

**DETROIT**  
Woodward &  
The Arts Bldg.

**Average Daily Net Paid Circulation**

# Photogravure Section of The Chicago Daily News

THE appeal to Chicago women is effectively made by the Kathleen Mary Quinlan advertising in the Saturday Photogravure Section of The Chicago Daily News exclusively.

Because one of the greatest factors in Chicago's buying, and in the advertising leadership of The Daily News, is the deep regard of Chicago women for The Daily News—it is part of the family life in Chicago homes in the evening.

This advertising account is placed by the Cutajar & Provost advertising agency.

Photogravure Section of

## DAILY NEWS

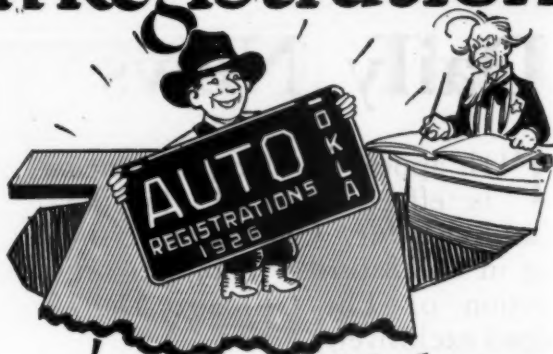
the 10th of American Cities

CHICAGO  
Edward & Kelly  
Michigan Arts Building

SAN FRANCISCO  
C. Geo. Krogness  
253 First National Bank Bldg.

Circulation for March, 1927 — 440,448

# 2<sup>nd</sup> Greatest Gain in Registrations



— goes to Oklahoma!

**A**UTOMOBILES demand purchasing power perhaps more than any other product. Therefore auto registrations are a good basis for measuring the wealth of a market.

In the new automobile registration report of the U. S. Department of Agriculture, Oklahoma shows the second greatest percentage increase of all states. Last year Oklahoma's gain in automobiles was 7.5 per cent more than that of the U. S. as a whole. Oklahoma's gain was 17.8 per cent compared to a 10.3 per cent increase for the U. S.

In this day of big business automobile manufacturers realize that Oklahoma is one of the foremost

markets in the country. They use large space in every issue of the Oklahoma Farmer-Stockman. Can you say that your Oklahoma sales enjoyed the second greatest increase in the U. S.? Has your product been advertised consistently to the prosperous farmers of Oklahoma? The opportunity for big profits is here if you will go after farm trade.

Through the 177,456 circulation of the Oklahoma Farmer-Stockman the means for getting business in Oklahoma has kept pace with the growth of business itself. By concentrating a large part of your advertising in this one medium, the state's only farm paper, you can get volume sales!

**Carl Williams**  
Editor

**THE OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

**Ralph Miller**  
Adv. Mgr.

**E. KATZ SPECIAL ADVERTISING AGENCY**  
New York Chicago Detroit Kansas City Atlanta San Francisco

# Bunkum, Bunkum, Bunk

Some Well Directed Raps at the Superlative

By George H. Sheldon

Vice-President, The Corman Company, Inc.

I HAVE a friend who is a stage director on Broadway. He tells many amusing incidents of the great and near great of the theater. One of his pet stories, which concerns a well-known character actor, seems to me almost a perfect introduction to this article.

This actor fellow had just finished his big scene. The curtain fell. The house was a cyclone of applause. Back stage the star was radiant, flushed with the effort of his scene and half drunk with the intoxication of his triumph.

Just then my friend, the stage director, stepped up with the remark that the audience seemed unusually appreciative that night.

The actor struck a Napoleonic pose—that attitude in which the cartoonist so frequently portrays the Shakespearean tragedian. Then he bellowed:

"Mr. ———! There can be no doubt about it. I am the greatest, blankety-blank dialectician the stage has ever known!"

Modest sort of chap, what? The fellow was good and he still is good. With ordinary luck, he will continue to see his name in electric lights for many years to come. But how many people in his audience, had they heard that vain glorious self-praise, would continue to pay him the homage that really is his due?

The advertising pages, even of the most rigidly censored magazines and newspapers, suggest that this shrinking violet of the stage is devoting some of his spare hours to the writing of advertising copy. He seems particularly active in the automotive field.

For instance, we are told in unequivocal words that a certain medium-price car is "style leader of motordom," that another is "America's longest lasting car," that still another "leads the world in motor car value." Another

product "defies all attempts at comparison." A high-price car tells the world that its prestige "stands as a beacon light." Bound between the covers of one issue of a certain periodical are no less than ten full-page advertisements of automotive manufacturers in which are made superlative claims of leadership and unparalleled accomplishment. Not all these advertisers use the terms "best," "greatest," but some deft combination of words and phrases adds up into a modest admission on each manufacturer's part that he, himself, and no other, rides at the head of the automobile parade.

These claims, exaggerations, inaccuracies—call them what you will—appear in a publication that maintains as rigid censorship over its advertising columns as any publication of general character in America. The heights to which some advertisers soar in advertisements less strictly censored may well be imagined. In fact, most of us who study advertising needn't imagine. We know, and know too well.

Don't charge the automobile advertiser with sole complicity in this misdemeanor of advertising. He isn't alone by any means. A certain brand of men's clothes, so the maker tells us, "*are preferred everywhere* (the italics are his) by men on the campus." An old-time bar soap is said to be "the largest-selling soap in the world," while a flake soap product is "the most amazing success in the history of household soap." In a single advertisement a motion picture producer boldly claims "the best entertainment in the world," "the greatest stars," "the foremost directors," "the best stories."

And what superlative sins some of the radio manufacturers and retailers commit! No need to list them here. Simply consult the radio page or radio section of

almost any newspaper. Greatest distance, clearest tone, finest selectivity, highest value, lowest price, best appearance—some of them claim leadership in all these points. Significantly, however, in so far as radio is concerned, the magnitude of the advertised claims seems to vary inversely with the magnitude and stability of the advertiser.

Vacuum sweeper scribes are hot upon the heels of the motor car Boswells in the matter of modest claims for their products. One manufacturer says, "you cannot possibly make a better or more welcome choice for her." A competitor howls, "give her ours and you give her the best."

"The world's greatest baking powder." "The finest aluminum." "The world's choicest coffees." "The world's largest producers of quality drapery hardware." "The world's most gorgeous city."

All right. All right. All right.

Who am I to dispute these statements? I don't dispute them—neither do I believe them. The public, at whom these shots are fired, may inquire as to the cause of all the shootin', and go blandly on its way. Or it may not even pause to inquire what the shootin' is about. All these claims of "best in the world," "greatest on earth," "dominance," "leadership" and so on, whether true or false, whether baldly stated in these words or couched in more ornate verbiage, are empty phrases of self-praise. They are in as poor taste, coming from the advertiser, as the blatant words of self endorsement used by the actor in describing himself to my friend, the stage director.

There is, from the point of view of the advertiser, a very dangerous reaction, to some of these grandiose claims. I may not agree, for instance, with the claim of an automobile manufacturer that his car is "America's longest lasting car." To be perfectly frank, I don't, though I can't imagine that this declaration of unbelief on my part is going to cause him very much concern. But the point I want to make is this: If I don't believe *that* statement, I am going to question *other* statements in his advertising, and

the element of sincerity, which is of such paramount importance in advertising, has, in so far as it applies to me, at least, been woefully weakened, if not utterly destroyed.

It is the inalienable right of the advertiser to indulge moderately in puffery if he wants to. Even the courts have passed upon this point and given official approval to the practice.

But what does puffery gain the advertiser? It is instantly discernible for what it is, even to the casual reader. Its phrases eat up expensive space, and crowd out copy that has sales-making value. In many cases it repels the reader instead of attracting him. It may amuse but it can't convince. It is as devoid of value to the advertiser as an umbrella to a frog. No reader expects an advertiser to call attention to shortcomings a product may possess. Yet, some astute copy writers have seized upon an apparent weakness and converted it into a strong selling point.

I have heard optimists remark that there is less braggadocio in advertising today than there was ten or five years ago. I hope that is true, and I am willing to believe it is, though I've never counted superlatives in advertising, either in 1917, 1922, or 1927.

During the war, at the height of Liberty Loan drives and other hectic campaigns, the American Red Cross used the caption: "The Greatest Mother in the World" in conjunction with the famous picture painted by A. C. Foringer. There was a place for the superlative. There was justification for saying "greatest in the world." But it is hard to conceive of a merchandise advertisement in which that kind of a caption would be justified; yet there are many advertisers who employ headlines of the general character of that Red Cross masterpiece.

In my judgment—and many better men have made this point before—misstatements, exaggerated statements and superlative claims, weaken not only the advertisement in which they are made, but they lessen, to a marked

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degree, public confidence in all advertising. If one advertiser can be convicted of the charge of mixing bunk with fact in his copy, the public takes it for granted that there is at least a modicum of bunk mixed into all advertising. The conviction of the one advertiser directs suspicion toward all of them. Advertisers who stick to the facts ought to rise up in arms against the fellow who drags in fiction. Those who tell the whole truth and nothing but the truth in their advertising copy ought to protest against the offending activities of the advertisers who do otherwise.

I have just been reading a Dunlap Hat advertisement. Though the writer of that copy employs the very word "superlatively," his copy is as devoid of superlatives as copy can be. Let me quote headline and copy verbatim:

There's a  
Swirl of style to a  
Dunlap Hat

The Dunlap "Metropolitan" looks well, wears long and stays smart. It takes a good hat to do these three things and to do them so superlatively well. But it takes only eight dollars to own, for a long, long time, all the virtues of the splendid Dunlap "Metropolitan."

Certainly there is no exaggeration of any point in this advertisement. The Dunlap hat is presented as a stylish, good-looking, long-lasting, reasonably priced head gear, in words that have been carefully chosen to *imply* excellence without *claiming* it. Moreover, the hat is pictured, not on the head of the usual grinning nincompoop, but carelessly lying, with a man's stick and a magazine, on a table top. I shudder to think how the good taste of this advertisement could have been shattered had one of the "best-in-the-world" boys written it, laid it out, and planned the illustration.

How does gross exaggeration, abundance of superlatives and tendency toward misstatement, creep into advertising? In most cases the agency copy writer puts it there. These offensive notes in copy may be chargeable to a number of factors.

Perhaps they are an indication of what I will call an unenthu-

siastic professional enthusiasm on the part of the writer of the copy. He feels that he must indicate to the advertiser a vast capacity to enthuse greatly over the subject about which he writes. This false enthusiasm expresses itself in a series of superlative statements intended to indicate to the advertiser that the writer literally is carried away by his interest in the advertiser's product.

Perhaps these banalities in copy come from sheer laziness on the writer's part. He may be suffering to such an extent from mental torpidity that he will not take the trouble or do the work necessary to fortify himself to write the kind of copy which he, in his own heart, knows is the kind of copy that ought to be applied to the selling of the product entrusted to his care. Yes, I know that there often is a so-called copy chief before whose critical eyes the copy must pass before it goes to the client and into the publication. But copy chiefs, as a rule, do not perform the way a city editor does. I've worked for several of both and I think I know.

#### A NATURAL ATTITUDE FOR MANUFACTURER

In many instances these superlatives are written into advertising because of the attitude of the advertiser, himself, toward the copy which the agency writer produces. Perhaps the manufacturer actually believes that his product leads the world and out-distances all competition. That is not an unusual or an uncommendable attitude for him to take. Furthermore, it may be true—but when his advertisements are made to express that belief through publication circulation mounting to the millions, the cold type of his bragging pronouncements utterly lacks the vital element of sincerity that his own vocal utterance of his belief may have.

One more possible source of this kind of copy is the blind belief of the copy writer that such statements as we have been talking about will actually sell goods. Perhaps they will and perhaps they do. But if this kind of copy

pays dividends to the advertiser, copy that really rings true ought to add materially to his return on his advertising money.

The copy writer who believes in meaningless generalities hasn't mastered the first principle of his job. He hasn't looked at his product through the buyer's eyes. He hasn't acquainted himself with the buyer's point of view. He is merely a wordsmith—and not a very good one, at that. He couldn't lift up the hood of an automobile and sell the car to a technically minded prospect on the merits of the motor, and he couldn't sell this prospect's wife on specific excellencies of finish, upholstery and fittings which the car possesses.

From which direction is the needed reform in this department of advertising logically to be expected? I think it should come largely through the efforts of the agency. The publisher censors his columns. Statements of certain kinds he actually refuses to run. In the case of persistent offenders, he censors so rigidly that sometimes he actually loses the business, much to his regret and the advertiser's indignation.

We can't expect the publisher to do much more in the matter of copy censorship than some of them actually are doing. We can't blame the advertiser for the genuine belief in the superiority of his product that prompts him to write, or to approve these all-inclusive claims of leadership. Perhaps, however, he should know more than he and some of his brothers apparently do know about the reaction of the general public to unbelievable claims of "unparalleled triumph," "unequalled performance," "unmatched beauty," "never before" and so on through the list.

The advertiser and the publisher chip in together to pay the agent to produce the right kind of advertising. If the advertiser approves submitted copy and the publisher doesn't disapprove, the agency may feel that its job is done in so far as a particular piece of copy is concerned. It is the desire to gain the advertiser's approval, in my judgment, that,

more than any other one thing, is responsible for so much of the braggart copy that appears today. Knowing the advertiser's sincere belief in his product, the copy writer caters to this belief, and scatters superlative adjectives with abandon.

When the copy writer or the representative of the agency musters the courage to quit producing copy to "get it by" the client, and substitutes copy based on knowledge of the product, knowledge of competition, knowledge of buying habits and specific market knowledge in general, then and not until then, will these best-greatest-biggest claims be tossed into the discard.

Too much copy is written on glass-topped desks, on inspiration extracted from gazing at picture-covered walls or out of tastefully draped office windows. There is too little digging for copy facts, too little first-hand consumer-dealer knowledge gained from trips afield, too little study of the reasons people buy—or don't buy.

The more vigor the writer puts into his pre-writing work, the more sales vigor his writing will have. The harder he works before he writes, the better his copy will be, the more likely he will be to eliminate braggadocio from his writing, and the better able he will be to circumvent the advertiser's desire for the superlative generality.

### Appointed by Gilmont Products Corporation

The Gilmont Products Corporation, New York, has appointed The Harry Porter Company, New York advertising agency, to direct the advertising of "New-Mix" dental cream.

Erwin, Wasey & Company, advertising agency, have also been appointed by this company and will direct the advertising of Doctor New's Double Cream for Shaving.

### J. P. Duffy Joins La Pidus Printing Company

James P. Duffy, recently advertising and sales promotion manager of the Columbia Phonograph Company, New York, has joined the service department of the La Pidus Printing Company, also of New York. He has also been with the Eberhard Faber Pencil Company.

AGAIN!!

**The Evening Bulletin**

PHILADELPHIA

breaks

Circulation Records

559,450

Copies sold each day  
in February

1926 Average Sales were 537,974 Copies Daily

*The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, guessing contests or other artificial methods of stimulating circulation have been used.*

*"That the people of Philadelphia and vicinity (including Camden and suburbs) appreciate the efforts of The Bulletin to give them all the news of the day, as fairly, as exactly and impartially as it can be laid before them, is attested by the fact that not only has the name of The Bulletin become a household word among them, but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper."*

**The net paid daily average of THE BULLETIN  
is the largest in Philadelphia and one of the largest  
in the United States**

*Member of The Associated Press*

686,740



THE Official sworn statements  
of Net Paid Circulation made  
by New York Evening News-  
papers to U. S. Post Office for six  
months ending March 31, 1927:

**EVENING JOURNAL** **Copies a Day**  
**686,740**

Evening World 305,404

Evening Sun 267,520

Evening Telegram 196,329

Evening Post 51,757

305,404



267,520



196,329



51,757



# OVERWHELMING HOME CIRCULATION

~of the Most Powerful  
Sales Force in the New York Market

EVERY day for the past six months 686,740 people bought the New York Evening Journal—at 3c a copy daily, 5c Saturdays—and carried it home where it is read by over 2,000,000 men, women and children. For 28 consecutive years the New York Evening Journal has had the largest evening circulation in America. Merchants and manufacturers invest more in the New York Evening Journal than in any other New York evening newspaper because it produces the greatest sales volume. The New York Evening Journal is purchased by nearly half of all the people who buy any New York evening newspaper—and has the *largest quantity of quality circulation* going into the homes of Metropolitan New York.

CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31, 686,740 DAILY, NET PAID

*A daily gain of 8,896 over the previous six months*

## NEW YORK EVENING JOURNAL

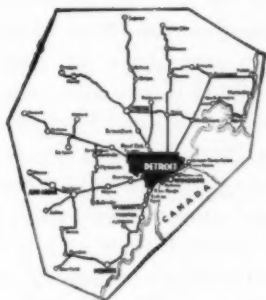
*America's largest evening newspaper circulation  
... and at 3c a copy daily, 5c Saturday*

913 Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.

# You buy selling power when you buy Detroit News concentrated circulation



**C**IRCULATION concentrated in the homes near your points of distribution is the only kind of circulation that means anything to your sales. In the Detroit trading area containing one-third of Michigan's total population and one-half the wealth, The News has 90% of its weekday and 80% of its Sunday circulation concentrated. And The News with 365,000 Sundays and 330,000 weekdays has the largest circulation in Michigan. Your dealer will tell you that he reads the home newspaper and so do all of his customers. The News blankets Detroit. You can cover the whole English speaking field best and most impressively with largest copy and without duplication by concentrating in The Detroit News, as so many national advertisers already do.

## The Detroit News

The HOME Newspaper

# U. S. Supreme Court Affirms Lorillard's Right to "Beech-Nut"

In an Opinion Delivered by Mr. Justice Holmes, Some Highly Important Points of Trade-Mark Usage and Protection Are Clarified

A DECISION was handed down on April 11 by the Supreme Court of the United States in the case of Beech-Nut Packing Company, petitioner, v. P. Lorillard Company. The opinion of the Supreme Court was delivered by Mr. Justice Holmes. This opinion affirmed the opinion handed down on May 7, 1924, in the United States District Court of New Jersey by Judge Lynch.

Because of the wide interest and broad application of this case, PRINTERS' INK secured a copy of Judge Lynch's opinion, at the time it was delivered, and printed it practically in full in the issue of May 15, 1924. For the same reasons, the opinion of the Supreme Court of the United States is given below in full.

\* \* \*

BEECH-NUT PACKING COMPANY,  
PETITIONER, v. P. LORILLARD  
COMPANY, No. 249; SUPREME  
COURT OF THE UNITED STATES

This is a suit in equity brought by the petitioner, Beech-Nut Packing Company, a corporation of New York, charging the P. Lorillard Company, a corporation of New Jersey, with infringement of its registered trade-mark, "Beech-Nut," and with unfair competition. The bill also takes the possibly broader ground that "Beech-Nut," being the plaintiff's badge and autograph so far that the public seeing the mark on any package of consumable goods will believe that the article is of the plaintiff's make. The trade-mark was first used on ham and bacon but gradually has been extended to many other articles so diverse as chewing gum, peanut butter, and ginger ale, but always, the plaintiff says, as a guaranty of excellence, often expressed by it in advertisements, as "Beech-Nut Quality." The defendant uses the words "Beech-Nut" on chewing tobacco and cigarettes and the bill takes the hardly consistent

positions, on the one hand that the plaintiff's reputation is hurt with its refined female customers by the belief that it would manufacture a cheap chewing tobacco, and on the other hand that it may wish to extend its business into that domain. The bill was dismissed on the merits by the District Court, 299 Fed. Rep. 834, and by the Circuit Court of Appeals, 7 F. (2d) 967. As the principles involved seemed important and as it was urged that the decision was in conflict with decisions in other Circuit Courts of Appeals, such as *Aunt Jemima Mills Co. v. Rigney*, 247 Fed. Rep. 407, and *Vogue Co. v. Vogue Hat Co.*, 6 F. (2d) 875, a writ of certiorari was granted by this Court. 269 U. S. 551.

## ORIGINALITY OF TRADE-MARK

The plaintiff's trade-mark goes back to before the beginning of this century. The registration specially relied upon was dated December 31, 1912, and states that the plaintiff has adopted the mark for use upon a large number of specified objects, including those that we have mentioned, "all in Class 46, Foods and ingredients of foods." The defendant claims the mark "Beech-Nut" for tobacco through successive assignments from Harry Weissinger Tobacco Company, of Louisville, Ky., which used it from and after 1897. The plaintiff does not contest the original validity of this mark or suggest any distinction on the ground that it originated in a different State, but says that the right has been lost by abandonment. It appears that brands of tobacco have their rise and fall in popular favor, and that the Beechnut had so declined that in 1910 only 25 pounds were sold, and the trade-mark was left dormant until after the dissolution of the American Tobacco Company, which then held it. This was in 1911, and the Lorillard Company took over the mark with

many others. Then in connection with an effort to get a new brand that would hit the present taste, this mark was picked out, some of the adjuncts were changed, and in 1915 the new tobacco was put upon the market. Nothing had happened in the meantime to make the defendant's position worse than if it had acted more promptly and we see no reason to disturb the finding of two Courts that the right to use the mark had not been lost. The mere lapse of time was not such that it could be said to have destroyed the right as matter of law. A trade-mark is not only a symbol of an existing good-will although it commonly is thought of only as that. Primarily it is a distinguishable token devised or picked out with the intent to appropriate it to a particular class of goods and with the hope that it will come to symbolize good-will. Apart from nice and exceptional cases and within the limits of our jurisdiction a trade-mark and a business may start together, and in a qualified sense the mark is property, protected and alienable, although as with other property its outline is shown only by the law of torts, of which the right is a prophetic summary. Therefore the fact that the good-will once associated with it has vanished does not end at once the preferential right of the proprietor to try it again upon goods of the same class with improvements that renew the proprietor's hopes.

It may be true that in a case like the plaintiff's its rights would not be sufficiently protected by an injunction against using the marks upon goods of the same class as those to which the plaintiff now applies it and to which its registration is confined. Upon that we express no opinion. For when it is conceded that whatever its effect the defendant has a right to use "Beechnut" on tobacco unless the right has been abandoned, that possibility does not matter. Again it may be true that in putting a hyphen between Beech and Nut, framing its label with an oval and substituting a beechnut for a squirrel in the center the defendant

was trying to get an advantage from the plaintiff's good-will and if challenged at once might have been required to make it even plainer than it was made by the word "Lorillard's" in large letters upon the label that the plaintiff had nothing to do with the goods. But the plaintiff waited until 1921. The Lorillard Company is at least as well known to those who do not despise tobacco as the Beech-Nut Company is to its refined customers and the time and the need for that additional precaution has gone by. If the plaintiff was misled in its reason for thinking that the defendant's right had been kept alive it was right in its belief, and further, the belief had no bearing on the question whether the mark was presented in an unjustifiable form.

Now that the case has been more fully considered than it could be on the petition for certiorari it seems to us that the facts do not present the nice question upon which the petitioner wished us to pass. Both courts having found for the defendant we see no ground upon which it can be said that they were wrong as matter of law. *Joseph Schlitz Brewing Co. v. Houston Ice & Brewing Co.*, 250 U. S. 28, 29.

Decree affirmed.

April 11, 1927.

### Norwegian Cannery to Extend Advertising to United States

The Norwegian Cannery Association, which includes all of the Norwegian packers of herrings, sardines and other fish, will begin an advertising campaign to the American housewife in April, using women's magazines, in both color and black and white. This association has been advertising its products in England and Germany. The Wales Advertising Company, New York, will direct this campaign.

This agency is also handling the advertising of the Norwegian Government Railways and the Swedish State Railways.

### Coffee Account for Albert Frank & Company

W. F. McLaughlin & Company, Chicago, importers and roasters of coffee, have appointed the Chicago office of Albert Frank & Company, advertising agency, to direct their advertising account.



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**J**UDGED by any standard, a market of 2,000,000 prosperous, intelligent, responsive consumers of uniformly high buying power and conditions of living, deserves a prominent place in any national selling program. Such a market is the Indianapolis Radius, easily and economically merchandised through exclusive use of The Indianapolis News—for 57 years Indiana's greatest newspaper and one of the ranking newspapers of the nation.



Member 100,000 Group  
of American Cities

# The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York  
DAN A. CARROLL  
110 East 42nd St.

Chicago  
J. E. LUTZ  
The Tower Building

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### John Clyde Oswald Heads Printing Merger

The Abbott Press, Inc., has been acquired by the Mortimer-Walling Company, Inc. Both concerns, which are located in New York, have been consolidated under the name of the Abbott Press & Mortimer-Walling, Inc.

John Clyde Oswald, managing director of the New York Employing Printers Association, is president of the new concern. He will not assume active association, however, until his successor as managing director has been appointed. Mr. Oswald formerly was owner of the Oswald Press and publisher of *The American Printer*.

Other officers of the consolidated company are: Vice-presidents, John S. Grant and C. L. Mortimer, secretary Charles W. Frothingham and treasurer William H. Walling.

Mr. Grant had been president of The Abbott Press. Mr. Mortimer had been president of the Mortimer-Walling Company, with which Mr. Frothingham and Mr. Walling had been secretary and treasurer, respectively.

### New York Agency Council to Discuss Women in Advertising

The next meeting of the New York Council of the American Association of Advertising Agencies, to be held on April 21, will be given over to the work of women in advertising agencies. Mrs. Mabel Potter Hanford will have charge of the meeting. The speakers will include Mrs. Minna Hall Simmons Carothers, president of the Federation of Women's Advertising Clubs of the World, and Mrs. Katherine H. B. Mulally.

### Guenther-Law and Emil Brisacher Arrange Representation

Rudolph Guenther-Russell Law, Inc., New York advertising agency, has made arrangements with Emil Brisacher and Staff, San Francisco advertising agency, for the establishment of agency facilities at the latter city, Los Angeles and Portland, Oreg. The Brisacher agency will in turn acquire the same facilities in the East through the Guenther-Law offices at New York and Chicago.

### Heater Account for Walter B. Snow and Staff

The Gurney Heater Manufacturing Company, Boston, steam and hot-water boilers and radiators, has placed its advertising account with Walter B. Snow and Staff, Inc., advertising agency of that city.

### St. Louis "Jewish Record" to Become Daily

The St. Louis *Jewish Record*, a Yiddish-language weekly, will be issued as a daily newspaper, beginning May 1.

### Don't Be Content with Commonplace in Technical Copy

Industrial advertisers were urged not to be content with commonplace technical details of their product in choosing subject-matter for their advertisements, in an address last week at Philadelphia before the Eastern Industrial Advertisers Association. The speaker was S. E. Conybeare, president of the Association of National Advertisers.

"Seek the unusual, newsy material about your company and product," Mr. Conybeare advised. "The purchasing agent and the plant engineer are subject to the same emotions as other human beings, and the story which you tell must be interesting."

Arthur H. Ogle, secretary-treasurer of the Association of National Advertisers, also addressed the meeting. He emphasized the importance of scientific planning and the application of engineering principles to advertising. The research work which precedes the advertising program is so important, he said, that his association is devoting the greater part of its program for its semi-annual meeting, to be held in Detroit on May 9, 10 and 11, to the general subject "Laying the Foundation of an Advertising Campaign."

### New Accounts for Harry Atkinson Incorporated

The Bernard Schwartz Cigar Corporation, Detroit, maker of R. G. Dun cigars, has appointed Harry Atkinson, Incorporated, Chicago advertising agency, to direct its advertising account. Newspapers will be used.

The Walter Critchlow Company, Wheaton, Ill., manufacturer of a gasoline saver for automobiles, has also placed its advertising account with this agency.

### C. T. Burg to Direct Iron Fireman Sales

C. T. Burg has been made general sales manager of the Iron Fireman Manufacturing Company, manufacturer of automatic coal stokers. He has been sales manager of the Chicago territory for the last two years.

### New Account for Ferry-Hanly Agency

The Playcraft Company of America, New York, outdoor playgrounds, has placed its advertising account with the Ferry-Hanly Advertising Company, also of New York. Magazine advertising is being used.

### Represents Los Angeles Direct Mail Service

The Pacific Advertising Company, Los Angeles direct mail service, has appointed J. F. Meredith, of New York, as its Eastern representative.



## SOCIETY

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*Engagements*

*Weddings*

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VOGUE'S calendar of events of social importance has been a regular feature in *Vogue* since its inception thirty-four years ago.

Accurate society reporting has always been an important factor in the reputation this magazine enjoys among fashionable women.

Exceptional appeal to the foremost interests of such women has made possible *Vogue's* remarkable advertising success.

# VOGUE

*One of the Condé Nast Group*  
*All members of the Audit Bureau of Circulations*

No. 19 in a Series

## Good-bye "Confusion"!

The "confusion" and "difference" that have been artfully injected into the Boston newspaper situation will disappear if you merely

—compare combinations with combinations rather than with individual morning or evening papers.

—form optional combinations of the LEADING evening and LEADING morning papers for fair comparison with compulsory combinations of morning and evening papers.

Note the result:

Combination	Circulation	Milline
1st combination (optional) American & Post	655,300	1.68
2nd combination (optional) American & Advertiser	415,584	1.68
3rd combination (compulsory) Globe, Eve. & Morn.	273,240	1.83
4th combination (compulsory) Traveler & Herald	250,998	1.99

**Boston American  
Boston Advertiser**

A 45 % greater market is offered by the Big Boston Sunday Advertiser than that offered by the second largest Boston Sunday newspaper

—52 % greater than that offered by the third largest

—a market practically four times the size of that offered by the fourth Boston Sunday newspaper

—and greater than the market offered by the 12 Sunday newspapers published in New England outside of Boston COMBINED (Connecticut excluded).

Paper	Circulation	Milline
Sunday Advertiser	490,588	1.53
Sunday Post	339,486	1.62
Sunday Globe	322,395	1.72
Sunday Herald	122,750	3.26

**Boston**  
**Sunday Advertiser**

# And what about the Cover—?

**A** REALLY good cover for the catalog or booklet or folder is half the battle. But to *find* a really good cover; — that is the problem.

Here's one way to solve it.

We have on our staff an artist who has spent many years abroad. His work is unusual. It has that foreign touch that is so powerful an attention-getter.

For "the cover's sake," as well as the rest of it, let us discuss your next booklet or folder with you.

**CHARLES FRANCIS PRESS**

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

# Is the Value of the Slogan Vastly Over-Estimated?

The "Ask Me Another" Craze Leads This Advertising Man to Propound Some Questions of Interest to All Advertisers Using Slogans

By Kyle S. Crichton

Manager, Albuquerque Civic Council

[EDITORIAL NOTE: Is the slogan a valuable advertising tool?

The author of this article thinks not and quotes some interesting, as well as humorous incidents to prove his point. We showed the manuscript to the head of a prominent advertising organization. He disagreed with the author's conclusions.

As a test, a list of fifty slogans was prepared and members of the advertising organization were asked to write after each the name of the product referred to. Although each one of the contestants is a seasoned advertising man, and therefore vastly better acquainted with slogans than the ordinary consumer, the sixteen contestants averaged only 59 per cent. The lowest mark was 40 per cent and the highest 76 per cent.

Manufacturers may interpret this as their own experience dictates. However, to manufacturers who are contemplating the adoption of a slogan, we would suggest that they try the list of fifty referred to above on certain members of their staff. The list of slogans is appended to this article and the proper answers appear on page 173.

*In as much as a number of the slogans given in the appended list also appear in this article, the test should be taken before the article is read.]*

**I**F all those gentlemen and firms who bring suits against one another for violation of slogan rights would look closely into the present question-and-answer craze, they might decide to discharge their attorneys and stop writing lengthy indignant articles for advertising magazines. They might also wake up in the middle of the night with cold sweat sticking out on their handsome brows. This

holds true as well for the bright young men who invent the slogans in advertising agencies.

As a purchaser of a modest amount of national advertising space, this "Ask Me Another" fad has given me serious pause. If the blamed thing continues, slogan advertising stands a good chance of being put out of business. I say it seriously. The thought is not my own. It has been forced on my attention by comparative strangers in the midst of concentrated and delightful orgies of answering a lot of fool questions.

The fact is that even the most widely advertised slogans mean nothing to the general public. I never knew it till the "Ask Me Another" book was published. I thought the whole world knew "The Skin You Love to Touch." I thought I knew it myself. Everybody wrote down "Palmolive" and beamed on all their neighbors and wondered how anybody could ask a question as simple as that. When it was discovered that the answer should have been "Woodbury's Facial Soap," everybody looked sick, a few tittered with embarrassment, and, in exasperation, a few snapped their fingers and said: "Oh, shoot!"

I thought this was merely an exception until the quiz reader asked what product was advertised by the slogan: "Eventually—Why Not Now?" and four of eight answers said "Postum." As an old-time advertising man, that one almost made me ill. It seemed unbelievable, and remained unbelievable even after the inevitable: "Oh, Pshaw—certainly! Gold Medal Flour. Anybody ought to know that. I've heard it all my life." Yes, they had, but it didn't

mean anything to them personally. The thing continued with "Hasn't Scratched Yet!" I'm not making all this up. It is the literal truth. Only three of eight answered that correctly! This wasn't a meeting of the New Mexico Branch of the Morons Sorority. It was a gathering representing more than ordinary intelligence. It was a meeting at our house. They all remembered the advertisement. "A little chick—Oh, I know it all right, but I can't think of the name. Darn, what is that, now!" But only three of them could recall the product advertised.

"Ask the Man Who Owns One" got two correct answers in eight, and three other cars also got the benefit of the money Packard is spending for that slogan. It was followed a bit later on by "Just a Real Good Car" and three answerers made the grade on that. This was muffed, however, by a bright young lady who was formerly in the advertising business, and who prides herself on keeping up with the trend of things. Her answer of "Dodge" instead of "Durant" was all the more amazing in view of the fact that she drives a Dodge and that for months the catchword around their house has been the very "Just a Real-good-car" or "Just a Real-good-bunch of celery" or anything else. They knew the expression well enough, but that helped the advertiser not at all. Instead it helped his competitor.

I'm going to put down the other results briefly, and then elaborate for a minute on a theory I have evolved about this slogan business.

"What a Whale of a Difference Just a Few Cents Make" won an almost unanimous victory for Chesterfields, which must make the Fatima advertising men stick out their chests with pride. I'm giving this as scientifically as a layman can. If these results seem unbelievable, you must take my word for it that the people I tried the questions on were of more than average intelligence; people who make a habit of reading popular magazines. They recognize all the slogans instantly and think

they know what they represent. That they don't, proves to me that the value of slogans is grievously over-estimated.

"Ask Dad, He Knows" had a hard time of it, with three correct answers out of eight. "Such Popularity Must Be Deserved" brought out an astonishing variation of answers, but only two for Chesterfields. "Have you a little (blank) in your home?" was the first to get 100 per cent correct response. Another to meet such success was "I'd Walk a Mile for a (blank)." "A Shilling in London; A Quarter Here" had rough sledding, only two getting it right for Pall Mall. Melachrino, in fact, got more than Pall Mall from that advertising appropriation.

"Made in the Bakery of a Thousand Windows" was a total loss for Sunshine Biscuits. Even a man as brilliant as myself muffed it.

"It Floats" was a complete success with eight votes in favor of Ivory Soap. "Covers the Earth" was almost as complete a failure for Sherwin-Williams paints. It had one correct answer, only a few even attempting it. "Four Out of Five" did nothing at all for Forhan's, getting not a single vote. Pepsodent had three answers from Forhan's expenditure. "The Flavor Lasts" astonished me as greatly as any other, getting only four of eight correct answers for Wrigley's Gum. "T'se in Town, Honey" did better with five out of eight for Aunt Jemima.

These tests were given over a period of evenings, and the questions were mixed in with dozens of others along different lines. They prove to me that the ordinary person may see a certain advertisement for years and be conscious of the slogan without connecting it up with the product advertised. The greatest failure, it seemed to me, was that of "Eventually—Why Not Now?" which, I am informed, is considered a standard in the advertising profession. It may sell Gold Medal Flour in great quanti-



# As reported to "Uncle Sam"

**T**HE daily average net-paid circulation of the Chicago Evening American for the six-month period ending March 31, 1927, was

# 561,865

This is a gain of 73,373 over the corresponding period of 1926.

**CHICAGO  AMERICAN**

A good newspaper

ties, but it is certain that it has not registered on the minds of the nation as its dozens of back covers would seem to warrant.

The two slogans that met with the most instant response—with the exception of "It Floats"—were "Is There a little Fairy in Your Home?" and "I'd Walk a Mile for a Camel." Both of these, you will notice, include the name of the product in the slogan. That, it strikes me, is the absolute essential of a successful slogan. If the slogan were "Eventually Gold Medal—Why Not Now?", I'm willing to wager that it would meet with complete response in the consciousness of the nation.

I am not aware of the percentage considered essential before a slogan can claim that it has done a good day's work. I doubt whether such a percentage of reader attention can be worked out. But it must be a shock to Woodbury's Facial Soap to find that its advertising appropriation is going to boost the business of Palmolive Soap. "Keep that School Girl Complexion" gained seven out of eight correct answers, one man for some strange reason choosing Pompeian Cream. I am not concerned with how the Palmolive people have done it, but they are undoubtedly getting great benefit from every dollar spent by all other manufacturers of facial preparations. It is just as certain that the others are not benefiting particularly from the Palmolive appropriation.

I can see the justice of maintaining a trade-marked name. That's something entirely different, and there is no difficulty in understanding why Red Crown gasoline is so agitated about Red Something Else gasoline. But I'll never again be touched to tears by a battle over a slogan. Every city in Florida, Texas, Arizona and California can struggle over "Where Summer Spends the Winter"—and most of them do—but out here in Albuquerque, so long as I have anything to do with it, we're going to advertise Albuquerque and what we have in Albuquerque and the rest of them

can slogan themselves into a premature old age. Thank Heaven this "Ask Me Another" craze came along. It may restore sanity to advertising after all.

Here is the list of slogans referred to in the editorial note at the start of this article. The products advertised by these slogans are listed on page 173.

1. Ask Dad—He Knows
2. Ask the Man Who Owns One
3. Best in the Long Run
4. Built for Sleep
5. Candy Mint With the Hole
6. Chases Dirt
7. A Clean Tooth Never Decays
8. Cleans As It Polishes
9. Cocoa With That Chocolate Taste
10. Covers the Earth
11. Eventually—Why Not Now?
12. The Flavor Lasts
13. From Contented Cows
14. Hammer the Hammer
15. Hasn't Scratched Yet
16. It's Toasted
17. Like Old Friends They Wear Well
18. The More You Eat, the More You Want
19. No Metal Can Touch You
20. The Skin You Love to Touch
21. There's a Reason
22. Time to Re-tire
23. The Watch With the Purple Ribbon
24. When It Rains—It Pours
25. Built Like a Skyscraper
26. Makes Every Meal An Event
27. Regular As Clockwork
28. America's Most Famous Dessert
29. For Economical Transportation
30. Let the Kitchen Maid Be Your Kitchen Aid
31. His Master's Voice
32. No Springs—Honest Weight
33. It Beats—As It Sweeps—As It Cleans
34. Delicious and Refreshing
35. Soft as Old Linen
36. The Watch of Railroad Accuracy
37. Mild as May
38. You Just Know She Wears Them
39. Works While You Sleep
40. The Coffee That Lets You Sleep
41. Now You'll Like Bran
42. The Quality Is Remembered Long After the Price Is Forgotten
43. Concrete for Performance
44. Good to the Last Drop
45. The Instrument of the Immortals
46. Keep That Schoolgirl Complexion
47. It Floats
48. A Pillow for the Body
49. Everywhere on Everything
50. For the Gums

### New Outdoor Advertising Business at Sioux Falls

The Interstate Outdoor Advertising Company has been incorporated at Sioux Falls, Iowa. M. S. Jepson is president of the new company. W. M. Leonard is vice-president; W. J. Klise is treasurer, and Berry J. Sisk secretary.

**For the First Three Months of 1927 Boston  
Newspaper Statistical Bureau Figures:**

**Six days against six  
the Herald was**

**FIRST**  
**in National Advertising**

**FIRST**  
**in Total Display**

**FIRST**  
**in Classified Advertising**

**Seven days vs. seven  
the Herald was**

**FIRST**  
**in National Advertising**

**SECOND**  
**in Total Display**

**SECOND**  
**in Classified Advertising**

**BOSTON HERALD-TRAVELER**

Advertising Representative:  
**GEO. A. McDEVITT CO.**  
250 Park Avenue, New York, N.Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.



## Recreational Leadership

COMMUNITY recreation is becoming one of the distinguishing characteristics of life in the American Town. In the work of promoting and directing this new social development, The HOUSEHOLD MAGAZINE rightfully assumes a position of leadership.

Thousands of women's organizations turn to The Drama Shop—a department of The HOUSEHOLD MAGAZINE—for guidance in selecting plays and entertainments. At nominal cost The Drama Shop sells original plays and dramas, written by members of its staff. The business of this department of The HOUSEHOLD MAGAZINE flourishes. 7875 plays were sold in the first three months



Scene from "Darktown Garden Party"  
a Drama Shop Play

of the current year. This exceeds the total for 1926—and sales mount steadily.

Another evidence of leadership in Main Street life. The HOUSEHOLD MAGAZINE influences the economic and social activities of 1,650,000 prosperous Main Street homes. A tremendous buying power follows closely a loyal reader interest—hence The HOUSEHOLD MAGAZINE is a fruitful medium for advertising home products and furnishings of demonstrable quality.

# *The* HOUSEHOLD MAGAZINE

"THE MAGAZINE OF MAIN STREET"

CHICAGO: 608 South Dearborn Street

NEW YORK: 420 Lexington Avenue

SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER  
Publisher

D. M. NOYES  
Advertising Manager

# **The Net Paid CIRCULATION of The Detroit Times**

As published in the Post Office State-  
ment for the six-month period ending  
March 31, 1927, was

**Sunday—326,875**  
**Evening\*—294,183**

In comparison with the corresponding  
six months' period ending March 31,  
1926, the average net paid circulation  
of The Detroit Times shows an

**Increase of 22,096 Sundays**  
**and an**  
**Increase of 52,702 Evenings**

\*Evening except Saturday

# Trade Secret Makes Consumer Copy

Newspaper Campaign on Maillard's Chocolate Tells Public That Design on Chocolates Is Symbol of Inner Contents

IMAGINE the president of a candy company—or the sales or advertising manager, if you like—with a box of assorted chocolates before him. He suddenly gets a hankering for a chocolate-covered Filbert Caramel. His eyes search

system by which he identifies his candy. To the great majority of the public these marks do not represent a system of identification. If they are noticed at all they are thought of as some attempt at decoration.



THIS DIAGRAM, WHICH SOLVES THE GREAT CANDY MYSTERY, IS ENCLOSED WITH EACH BOX OF MAILLARD'S

the top layer and in a second he has Mr. Filbert Caramel.

If you are an ordinary mortal without benefit or training in the candy business you will look upon that performance as a great accomplishment. You know that the only way to get a particular kind from an assortment is to eat and eat until you get what you want.

The candy maker picks with ease and assurance because he has a means of knowing. There are symbols, crests and various other kinds of markings on the tops of chocolates which immediately signify the nature of the inner contents of each piece. Almost every maker of candy having any pretensions to quality has a marking

Apparently no candy maker has ever given thought to the fact that the public didn't know that these "decorations" had a meaning. Certain makers have been aware of desire on the part of the candy-eating public to know how to locate "favorites" in an assortment, for they have included charts and tables of contents in boxes.

When the old candy house of Henry Maillard, of New York, called in a certain agency a few months ago the head of that agency asked for an opportunity to study and observe all of the operations of the business. Among other things he saw the chocolates being given what he had always considered the final touch—"the

decoration." He asked someone: "Why do you do that?" The reply was: "So we'll know what's in the candy."

This matter-of-course procedure of the candy maker, which is as much a part of the business as the blending of chocolate, represented considerable news for the public, in the agent's opinion. He felt it was a secret that the public would like to know.

An advertising campaign has been written with this discovery as its central theme. Copy which lets the public in on this "secret of the candy business" has been appearing in small space in some twenty newspapers in and around Metropolitan New York.

A chart on "How to Solve the Great Candy Mystery" which explains the markings on each piece of candy is included in a number of boxes. News of this chart is given not only in certain of the advertisements that appear on individual chocolates, but also in advertisements on these boxes.

### C. B. Lord Leaves Endicott-Johnson

C. B. Lord has resigned as first vice-president and general sales manager of the Endicott-Johnson Corporation, Endicott, N. Y., with which he has been associated for many years. Mr. Lord will continue as a member of the board of directors.

### Metal Furniture Account for Hurja-Johnson-Huwen

The Royal Metal Manufacturing Company, Chicago, manufacturer of metalware and metal furniture, has appointed Hurja-Johnson-Huwen, Inc., advertising agency of that city, to direct its advertising account.

### Guenther-Law Opens Chicago Office

Rudolph Guenther-Russell Law, Inc., New York, financial advertising agency, has established an office at Chicago. J. Harry Alderton, who has been associated with the New York firm for a number of years, will be in charge.

### Toledo Printer Adds to Staff

Miss Ruth De Soe, for five years with the advertising department of The Owens Bottle Company, Toledo, has joined the Roberts Printing Company of that city as service manager.

## How to Measure the Worker's Value

MONTGOMERY WARD & Co.  
CHICAGO

Editor of PRINTERS' INK:

Your article "Am I Underpaying or Overpaying My Men?" in your issue of March 31, touches on a problem of fundamental importance. Its emphasis on the importance of recognizing workers as individual human beings—and measuring results per dollar paid, rather than by the number of dollars paid to each worker, seems to me to be a sound and widely accepted point of view.

No doubt such articles tend to stimulate popular interest in these problems. The questions of proper salary administration and wage payment are, however, so technical and so numerous for a large organization, that it would seem to be impossible to treat the question adequately in an article of this kind.

MONTGOMERY WARD & Co.  
W. G. BAUMHOFFER,  
General Merchandise Manager.

## Contest for Power Transmission Slogan Insignia

The Power Transmission Association, with headquarters at Philadelphia, is holding a contest for a slogan emblem design. Announcement of the award will be made at the June convention of the National Industrial Advertisers' Association at Cleveland. The contest will close June 5. The association hopes to obtain a slogan insignia which can be used in its advertising and that of manufacturers of mechanical transmission power equipment.

## Retail Furniture Institute to Meet at Grand Rapids

The sixth session of the National Retail Furniture Institute will be held at Grand Rapids, Mich., from July 11 to 16. The keynote of the meeting will be "More Sales, Profitably." A discussion of productive advertising and the relation between advertising and selling as applied to the problems of retail furniture merchants will be a feature of the program.

## Join W. V. G. Service

Jerome B. Gray, director of advertising of the Franklin Printing Company, Philadelphia, and Robert W. Graham, assistant director of advertising, have resigned to join the W. V. G. Service, Philadelphia art and direct-mail service. Mr. Gray becomes a partner in the W. V. G. Service.

## F. K. Miller to Start Own Business

Fred K. Miller, for nine years advertising manager of the L. S. Donaldson Company, Minneapolis retail store, has resigned to organize the Miller Advertising Agency at Chicago on April 15.



# If You Have Colors Sail Under Them!

**I**N THE course of a discussion on the merits of rotogravure printing, with especial reference to its adaptation to color, an eminent authority has this to say about THE WORLD'S COLOR GRAVURE SECTION.

"The progress made by the New York World in the last few months is certainly encouraging. Their recent reproduction of the Camel Cigarette ad was not only very well printed but was a comparatively faithful reproduction of the original copy."

—Charles F. Hart,  
Mechanical Superintendent  
New York Times

In providing a medium by which the advertiser can distribute weekly more than 600,000 faithful reproductions of his package in its true colors, has simplified to a marked degree the task of introducing a new product, or familiarizing the consumer with an old one, in the richest retail market America offers.

**The World**  
NEW YORK

**Pulitzer Building**  
New York

**Tribune Tower**  
Chicago



## Egg and Poultry Industry Moves toward Advertising

**The Industry Is Over-Produced in Both Its Branches and Since the Situation Is Rapidly Becoming Worse It is Necessary That It Take Advertising Action Very Quickly**

**M**ORE than 200 leaders of Chicago's egg and poultry industry met last week to consider, in a preliminary way, the possibilities of co-operative national advertising as a means of increasing the consumption of the products of both industries.

The situation which the industry is facing was sketched by the chairman of the meeting, L. B. Kilbourne, chairman of the board of governors of the United States Egg Society in which such groups as breeders, hatchery men, packers, live shippers, farmer co-operatives, cold storage men, equipment men, package men, farm publications and farm organizations are represented.

Great changes in production have taken place in this industry in the last few years, he said, and its leaders are only now beginning to realize fully the extent to which scientific producing has outpaced merchandising. At the present moment, a vast surplus of eggs has piled up with many times as many cases in storage as ever before at this season of the year.

The consumption of poultry on the American table today is twelve pounds per capita as compared to sixty-eight pounds of pork and seventy pounds of beef. Fewer eggs per capita are being eaten now than were eaten twenty-five years ago.

Among the authorities on advertising who were called in to address this meeting was E. T. Meredith. He was firm in his conviction that advertising offers a most effective means of increasing the consumption of eggs and poultry. But before offering any direct suggestions along advertising lines, he urged those en-

gaged in the business to bear in mind that the problems they are now facing are the same problems with which all agricultural interests are contending.

Walter A. Strong, publisher of the *Chicago Daily News*, also addressed the meeting. "The value of advertising," said Mr. Strong, "lies not in bridging an emergency situation but in securing a permanent place in the vast field of competition not only as regards other products in the same field, as food products in this case, but all advertised products which compete for the consumer's dollar."

Although this meeting was sponsored by the local chapter of the United States Egg Society, it had as its result the appointing of a ways and means committee consisting of representatives from every important group in the egg and poultry industry in the country. This national committee will have as its function the working out of a means of uniting the whole industry for concerted action, selecting the best methods for raising funds to carry out such a program and deciding on a plan of action for the advertising program itself.

## Marx-Flarsheim Agency Takes Over the Evander Company

The Evander Company, New York advertising agency, has been taken over by The Marx-Flarsheim Company, Cincinnati advertising agency. Mortimer Heineman, proprietor of The Evander Company, has been retained by The Marx-Flarsheim Company as an account executive in its New York office.

## R. R. Cunningham Joins The Osborne Company

Roy R. Cunningham, formerly director of advertising and sales personnel of the La Salle Extension University, Chicago, has become director of sales personnel of The Osborne Company, Newark, N. J., art calendars. He was with the La Salle Extension University for eight years.

## Tobacco Account for Sacks Agency

The Health Cigar Company, New York, Sano de-nicotinized tobacco products, has placed its advertising account with The Sacks Company, Inc., advertising agency, also of that city. Newspapers are being used.

## *"--hire a hall!"*

Again we point with pride, we exclaim loudly in public, because of a new high mark in circulation:

**87,290 Daily and  
125,721 Sunday**

That was The Times-Picayune's average circulation for the 6 months' period ending March 31, 1927, a gain of 3,386 daily and 6,413 Sunday over the preceding 6 months' period.

The circulation life of The Times-Picayune is just one gain after another. When it stops gaining that will mean that folks are moving out of New Orleans instead of moving in.

*And another thing—*

When there's a BIGGER circulation in New Orleans The Times-Picayune will build it.

**The Times-Picayune**  
**IN New Orleans**

# Why Do We Harp

If you knew Baltimore as we know Baltimore, you'd understand why we keep talking of the Sunpapers as the home-papers.

Baltimore has its share of large, modern apartment houses. Baltimore has beautiful suburbs with luxurious private residences.

But more characteristic of this city are the two-story houses—owned by the people who live in them—stretching mile after mile and spreading over a large part of the city's area.

It is this feature of Baltimore which makes the Sun Carrier so important in the distribution of the Sunpapers. A Sun Carrier distributes his papers one by one at the front doors of hundreds of homes — covering many

# On "Homes"?

blocks Morning, Evening and Sunday down one side of the street and up the other, dropping a Sunpaper at practically every door along his route!

For people who own homes must have the "home-paper" of their home town—the Sunpaper.

---

Average Net Paid Circulation for Month  
of February, 1927

**Daily (M & E) 254,793**  
**Sunday - - - 198,485**

Gain of 6,542 Daily and 8,773 Sunday  
Over February, 1926

---

*Everything in Baltimore Revolves Around*

**THE**



**SUN**

**MORNING**

**EVENING**

**SUNDAY**

JOHN B. WOODWARD,  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
300 N. Michigan Ave.  
Chicago

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

---

**BALTIMOREANS DON'T SAY "NEWSPAPER"**  
**—THEY SAY "SUNPAPER"**

## Are All Farmers Equal?

### CONSIDER these facts—

Some farmers are tenants—  
others owners

Some raise one crop—others  
several

Some receive their income  
in one lump sale—others  
have it evenly distributed

Some farm at a profit—  
others at a loss

#### Consider the Dairyman:

¶ A buying power greater than that of all the wheat and cotton farmers combined—and a more evenly distributed income from the sale of milk, the 24-hour crop, are two factors that rank the dairy farm family first among all farm people.

¶ The point is—you can more readily sell your product to the farm owner—the diversified farmer with a "salaried" income. In other words, the Dairyman!

¶ Selecting the best farm families automatically selects the advertising medium—

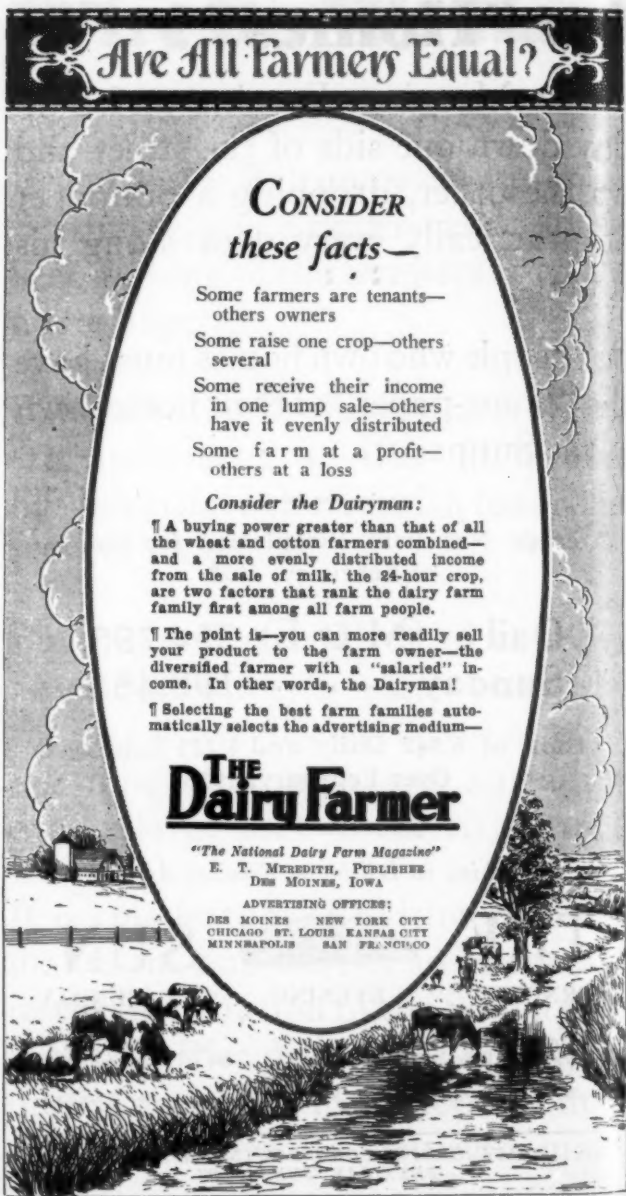
## THE Dairy Farmer

"The National Dairy Farm Magazine"

E. T. MEREDITH, PUBLISHER  
DES MOINES, IOWA

#### ADVERTISING OFFICES:

DES MOINES NEW YORK CITY  
CHICAGO ST. LOUIS KANSAS CITY  
MINNEAPOLIS SAN FRANCISCO



# The Agency as a "Personal Service Corporation"

An Analysis of Opinions Handed Down on the Advertising Agency's  
Right to Such Classification by the Federal  
Board of Tax Appeals

By E. D. Hill

Treasurer, The H. K. McCann Company; Treasurer and Chairman of Tax  
Committee, American Association of Advertising Agencies

**T**HE Federal Board of Tax Appeals on March 31, 1927, handed down a decision of interest to many advertising agencies. It deals with the question of "personal service" classification.

Under the Revenue Act of 1918, many advertising agencies filed their income tax returns as personal service corporations. This particular classification for tax purposes existed in the four years of 1918, 1919, 1920 and 1921. During the four years mentioned, corporations paid, in addition to the normal tax, an excess profits tax. A corporation was allowed certain credits for invested capital which applied in the determination of the amount of excess profits tax.

There were certain types of corporations in which capital paid little part in the amount of their profits, because their income was the result of personal service. Such businesses were classified as "personal service corporations," which Congress defined as meaning:

"A corporation (1) whose income is to be ascribed primarily to the activities of the principal owners or stockholders, (2) who are themselves regularly engaged in the active conduct of the affairs of the corporation and (3) in which capital (whether invested or borrowed) is not a material income producing factor, (4) but does not include any foreign corporation nor (5) any corporation fifty per centum or more of whose gross income consists either of gains, profits, or income derived from trading as a principal or (6) gains, profits, commissions, or other income derived from Government contract, or contracts,

made between April 6, 1917 and November 11, 1918, both dates inclusive."

Practically all advertising agencies that had filed their tax returns as personal service corporations were denied this classification by the Income Tax Unit. Many have appealed from the decision of the Unit to the Board of Tax Appeals. With the exception of the Massengale Advertising Agency, Inc., all of the cases have been decided against the advertising agency. Although the definition of a personal service corporation is clearly set forth in the statute, the decisions handed down by the Board of Tax Appeals did not contain any opinion and advertising agencies generally were in the dark as to the basis of these denials. The first agency case decided that contained an opinion was that of the Patterson-Andress Co., Inc., Docket No. 5263, decided March 2, 1927. Although the taxpayer in this case met with a denial, the Board in its decision rendered an opinion on which it based its decision. It said that in this case the record did not show that the income could be ascribed to the principal owners or stockholders.

Several weeks later, on March 31, the Board of Tax Appeals handed down a decision in the appeal of S. A. Conover, Docket No. 3926. An analysis of the opinion in this case clearly sets forth facts that should be of great assistance to advertising agencies, and which heretofore were the basis of the Income Tax Unit's stand for denials.

The definition of a personal service corporation, as given by

Congress and as repeated here, clearly sets forth six attributes which the taxpayer must have in order that the company may be so classed. In the first place, the principal owners or stockholders must be regularly engaged in the conduct of the corporation's affairs. On this point it is a question of the facts in each case.

The income must be ascribed to the principal owners or stockholders. This again is a question of fact, and on this point advertising agencies will be interested in referring to the decision of *Westermann & Pagnano, Inc.*, (B. T. A. Docket No. 3763, November 11, 1925.) The findings of fact in this decision indicate the degree to which the income may be ascribed to the principal owners or stockholders.

We come now to the third point, namely, "Capital (whether invested or borrowed) must not be a material income producing factor." The following is quoted from the opinion in the appeal of *S. A. Conover*.

"Is capital (whether invested or borrowed) a material income-producing factor? It is not sufficient to defeat personal service classification that capital be used in the business or that capital be incidental to the production of the income. The capital must be a *material factor* in producing income. Capital must be of such use that the production of income would be materially lessened without it.

"In this connection it is urged that the contract between the publisher and the advertising agent is such that the advertising agent is responsible for the payment of all bills for advertising; that recognition is extended only to agencies having good financial standing, and that capital is necessary to obtain recognition as an agency and for use in paying for space used by advertisers.

"It is our opinion that the matter of either the theoretical or legal liability, so long as the agent is not a principal dealing in the purchase and sale of space, has little to do with the question

which we must decide. In determining whether capital is or is not a material income-producing factor, we must look to the use to which capital is put in the business. One agency, with no legal responsibility to pay the publisher for the advertising of its clients, may follow a consistent practice of making such payments and permitting credit facilities to its clients.

"This extension of credit may be such as to balance the scales in its favor as against another such agency which will not finance the obligations of its clients. In such a case capital is so used as to be material in *securing* and *retaining* income-producing business. Under such circumstances, if used to produce sufficient business, capital becomes a material income-producing factor. Another agency may expressly contract with the publisher to make itself liable for the payment for the advertising of its clients; yet if it so operates its business that collections are promptly made from the clients and it becomes unnecessary to use its capital to perform the obligation it has undertaken, capital has not become a material income-producing factor.

"The fact that a business has capital, or in certain contingencies might require capital, is not sufficient to deny personal service classification, if in fact capital is not used to produce income; the use to which capital is put is the controlling factor.

"The evidence here discloses that during a period of eight months the corporation transacted business aggregating over \$200,000, or \$25,000 per month. The difference between the cash discounts received and the amount allowed to the clients was \$808.70, which at the usual cash discount of 2 per cent would indicate that in eight months \$40,000 had been paid to publishers prior to payment to the petitioner, an average of \$5,000 per month.

"There were, however, other expenses incurred and paid on behalf of clients and the evidence would indicate the use of from



# WHY ?

The Condé Nast group are vital advertising mediums because they are 100% helpful—they answer the WHYS. So does Success Magazine; the question mark is our symbol — Kipling's "Six Serving Men," our theme.

*[Are the post-war excesses responsible for  
the suicide of youth?—in the May issue.]*

## SUCCESS MAGAZINE

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GRAYBAR BUILDING, NEW YORK CITY

\$10,000 to \$20,000 in the business. As to the balance sheet at the end of 1920, it appears that the accounts receivable represented the account of Chase & Company, a client who had originally retained Conover on a salary basis and desired his services, not for any credit he could extend, but because it had confidence in his ability—"

Does the advertising agency derive its income from trading as a principal? The evidence in the appeal of S. A. Conover, which seems to concur with the evidence in the appeal of the Patterson-Andress Company, discloses that the principal income of the advertising agency was from commissions on advertising. The advertising agent did not purchase and sell advertising space in bulk. It merely placed orders for space as directed by its clients.

The usual form of contract used by advertising agents has always disclosed the name of the client, or advertiser. Space contracted for but not used by the advertiser named could not be used by any other advertiser, or disposed of in any way by the advertising agent. The space could be cancelled either by the agent or by the advertiser. It would seem from the appeals of Massengale, Patterson-Andress and S. A. Conover that in these three instances the taxpayers were not trading as principals.

### H. B. Hess Heads National Bellas Hess Company

H. Bellas Hess has been elected president of the National Bellas Hess Company, New York, which was recently formed by the merger of the mail-order businesses of Bellas Hess & Company and the National Cloak & Suit Company. From August 1 on the entire business of the merged companies will be carried on through the plants of the former National company at New York and Kansas City.

### Edward O'Fallon, Jr., with St. Louis "Times"

Edward O'Fallon, Jr., has been appointed manager of the promotion and service department of the St. Louis *Times*. He previously held a similar position with the Louisville, Ky., *Courier-Journal* and *Times*. At one time, he was with the D'Arcy Advertising Company, St. Louis.

### Iowa Publishers Approve Campaign to Advertise State

A special committee, headed by Frank D. Throop, of the *Davenport Democrat*, met last week at Cedar Rapids, Iowa, and approved an advertising campaign to be conducted by the Iowa Daily Press Association to counteract the idea that business conditions in that State are poor. Eastern newspapers and business papers are to be used in the campaign.

### New Accounts for Botsford-Constantine Agency

The Botsford-Constantine Company, Inc., Portland, Oreg., advertising agency, has been appointed to direct the advertising accounts of the following companies: The McCormick Steamship Company, San Francisco; the Reinhold Partition Corporation, a subsidiary of the Pacific Manufacturing Company, Santa Clara, Calif., and the Boeing Airplane Company, Seattle.

### Electrotypers to Discuss Costs and Research

The conference of the International Association of Electrotypers to be held at Des Moines, Iowa, on April 23, will be given over to talks on cost work and research. The program includes discussions by Neal Gross who will talk on "Cost Analysis," and J. H. Winkler, research associate at the Bureau of Standards, Washington, D. C.

### Advanced by Houston "Chronicle"

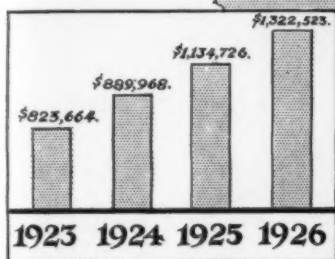
H. A. McCelvey, manager of the local display advertising department of the Houston, Tex., *Chronicle*, has been appointed a special business representative. He has been with the *Chronicle* for fourteen years. W. C. Storey, of the advertising staff, succeeds Mr. McCelvey as local display advertising manager.

### H. H. Leighton Joins O'Connell-Ingalls Agency

Henry H. Leighton, formerly vice-president of the Day, Bogert Company, Boston advertising agency, has joined the staff of the O'Connell-Ingalls Advertising Agency of that city. He will direct the mechanical production work of that agency.

### New Weekly for Paper Industry

*Paper News* is the name of a weekly magazine for manufacturers and converters of paper, pulp and board, publication of which has been started by the Howard Publishing Company, Inc., Chicago. The type page size is 7 1/4 by 10 inches.



## Postal Receipts Keep Stepping Up - in Jacksonville

IF you want an index to the population and business growth of a city or territory, just study its postal receipts over a period of years.

The chart above shows clearly that the postal receipts of Jacksonville, Florida, have been stepping up rapidly and steadily year after year.

This city and the great Florida market it repre-

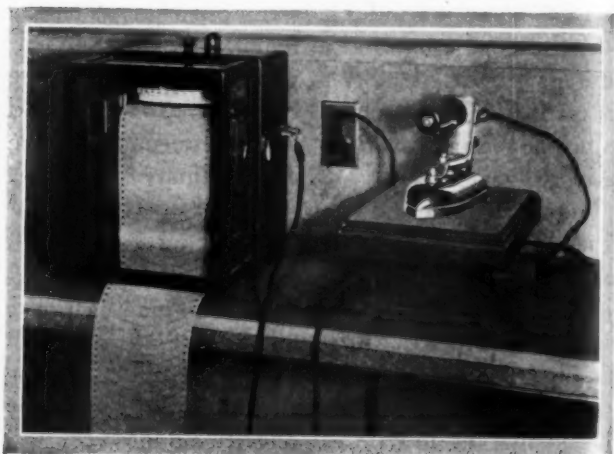
sents are experiencing a remarkable development which has created here buying power and buying needs that are extraordinary.

This market which offers outstanding opportunities to manufacturers and distributors of all kinds of products can be economically reached by advertising in—

**The Florida Times-Union**  
JACKSONVILLE, FLA.



*Gas appliances are claiming their share of the Institute's attention.  
This device measures gas consumption*



*One test of an electric iron shows the temperature of the iron and  
the time taken to reach that temperature*

# *Illustrating how Thoroughly the Institute Operates*

## TECHNICAL TESTING

**B**EFORE any machine, installation or device is moved into the laundry or kitchen of Delineator Home Institute it must first prove itself in the room devoted to technical testing. Simple routine tests for efficiency and careful investigation of construction and design are often enough. But for new tests and special tests the staff engineers design their own apparatus. No expense was spared in providing the delicate measuring instruments to insure accurate readings. For gas-consuming equipment there is a laboratory wet-test gas-meter that is capable of measuring most accurately one-hundredth of a cubic foot of gas. For measuring time and temperature simultaneously, as in recording the bottom temperature of an iron, or the temperature of an oven automatically without the use of thermometers, a recording pyrometer is used. In connection with refrigerator tests an indicating potentiometer is used because the temperature inside the refrigerator can be measured accurately without opening the refrigerator doors. Of course, there are also kilowatt-hour meters, wattmeters, ammeters and voltmeters for measuring the current used by any electrical appliance in performing its work. A specially constructed insulated room, thermostatically controlled, offers an ideal environment for all heating and cooling devices while under technical observation.

*Every month more advertisers are cooperating  
with Delineator in its purpose—to further  
the Art of Gracious Living*

## Delineator

*Established 1868*

THE BUTTERICK PUBLISHING COMPANY



*In all the South—Your most receptive market is Birmingham.*

*No other city in the South has grown so quickly. In 1870 Birmingham did not exist. In 1925 the population was over 237,000.*

*No other city in the United States, equaling Birmingham in size, is so young.*

*No other city so significantly expresses the commercial and industrial development of the South.*

*And as yet—the surface of natural resources has barely been scratched.*

# The Birmingham News

**THE SOUTH'S GREATEST NEWSPAPER**

NATIONAL REPRESENTATIVES  
KELLY-SMITH CO.

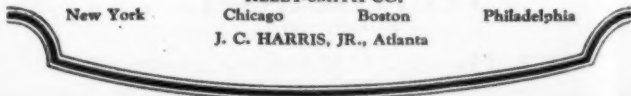
New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta



# What Is an Advertising Man, Mr. Buckley?

And Isn't It True That at Least One Reason Why Advertising Men  
Change Jobs Is Because They Are Expected to Operate  
an Adding Machine with One Hand and a  
Typewriter with the Other?

By Gordon Cooke

Promotion Manager, Walker & Co., Detroit

**H**OMER BUCKLEY, considerably perturbed over the nomadic qualities displayed by advertising men, seeks an explanation by pointing out that many of them lack every essential of business training and business ability. He complains that they persist in regarding themselves as professional, rather than business men.\*

There is obviously a great deal of truth in this hypothesis. But there is also some evidence of half truth, and in at least one or two instances, Mr. Buckley is guilty of the sin which he finds so rampant among his brethren—in-sufficient analysis of the evidence at hand.

Before attempting to discover the actual reason why 37 per cent of advertising men change their jobs with every turn of the calendar, let us determine first, if it is at all possible, just what an advertising man is. Let us find a serviceable assortment of characteristics with which we may label him; let us delve into the biology, the anthropometry, and the physiological aspects of the genius with an eye to pigeon-holing him, once and for all, into his proper classification.

To begin with, is it definitely certain that as many as 37 per cent do change their jobs with such horrific regularity? All is not gold that glitters, and all are not advertising men who affix that description to their activities. Just as there is no method whereby we can measure the exact occupation of an individual who prefixes his name with the title of "doctor,"

neither is there any trustworthy reason for assuming that an advertising man is actually such simply because he calls himself by that cognomen. Too many men assume the term when their activities are but remotely related to legitimate advertising functions.

For all I know or care, the backs of hair brushes may be a perfectly marvelous advertising medium, but I refuse to recognize the man who peddles them as an advertising engineer, though I have no doubt that he considers himself in that light.

And to probe a bit deeper, how are we to view the misfits—the bond salesmen, the automobile salesmen, and the high-pressure specialty men who drift into advertising because it is a great game and who drift out again when they discover that no game ever possessed such poor attributes of mere sport? As excellent salesmen, they may encounter little difficulty in talking themselves into jobs, but when it is revealed to them that conversation, alone, is insufficient to keep the vessel afloat, they turn to more promising fields. That is, they usually do. Sometimes their loquacity is so ingenious that they succeed in navigating indefinitely and manage to get away with it. You and I know many of this genre.

Finally, there is the somewhat pathetic type—and this is one of my objections to advertising schools which multiply the tribe—which is possessed of an advertising fixation. They burn with a strange yearning to participate in the secret rites of manufacturing and disseminating advertising copy. With all their unconscionable urge toward the craft, they have not

\*"Why Do Advertising Men Change Jobs So Frequently?" P. 17, *PRINTERS' INK*, March 10, 1927.

the slightest aptitude for noteworthy performance. In the same sense there are poets who cannot versify, artists who cannot paint and musicians who cannot play, yet they persist in their vain efforts and ascribe failure to an unappreciative audience. These subjects always manage to secure jobs somewhere, but the duration of their incumbency is quite another matter.

Now it is obviously not a facile undertaking to establish what does *not* constitute an advertising man. It is equally perplexing to define what does. First of all, an advertising man may be one of several things. He may be a contact man or a salesman of advertising space; he may be a production man, a copy writer, an artist, an advertising manager, or a space buyer, or any one of the variety of functionaries employed to dispose, in divers fashions, of appropriations. Each of these represents an entirely different type of mind. The production man may think that milline is a synonym for copy-motif and still remain a good judge of four-color process. The space buyer may fail to distinguish between syntax and synecdoche, yet I am not aware that his nescience on this score tends to interfere with a positive genius for recognizing the principles of coverage.

And then we come to the copy man! Ay, there's the rub! Just as we go sailing smoothly over the problem, this creature has to bob up. What'll we do with him, mates? Shall we, as the realists contend, chuck him overboard and substitute an expert in double-entry bookkeeping? Well and good. Let's try it and see what happens. If we do, I most solemnly predict that he will still find channels through which his faculties may seek expression, and he will continue to do a land-office business.

For the creative mind is, after all, the basis of everything that we call advertising. Of course we may give it a pseudonym: we may designate it as direct selling and printed salesmanship and whatever else sounds matter-of-fact and brass-tacky, or which will delude

hard-headed buyers and doubting Thomases. But eventually we seep through the surface and get back to the inevitable verity that what is said is, after all, the prime factor.

The message is the essential thing. To argue that statisticians and methodical fact-finders can give birth to copy ideas which will open men's pocketbooks, is to argue that more people read bank statements than read the sporting sections.

#### ADVERTISING NOT EXACT SCIENCE

That advertising is not an exact science even the most profound of our research savants admit. Percival White, in his book, "Advertising Research," points out that imaginativeness is a primary requisite of creative work. If anyone believes that exhaustive study of cost systems stimulates imagination, and that advertising perfection will not be achieved until this study is effected on a wholesale basis, I am afraid that neither he nor I will live to see the business much better off than it is today. Let it be remembered that all copy men are not writers of good copy, and I humbly submit that perhaps one of the needs is recognition of this fact and a sincere attempt to rectify conditions.

Voltaire is given credit for the French revolution; Harriet Beecher Stowe, according to Abraham Lincoln, was responsible for our Civil War. Pens that can move men's minds to these extents will influence public opinion and public buying habits more than all the cost accountants since the beginning of time.

Let it not be assumed that I disbelieve in research, or the study of marketing, business economics, and finance. Advertising men should have more than a casual relation with the elementals of commerce. But to expect one man—one species of mind—to master all the principles of management and production and still preserve the ability to weave words which shall command attention and tempt buying power is to expect a new race of men.

Let there be three kinds of





Recent Cover Design by a  
Young Junior Times Artist

## The Junior Times

—Only juvenile  
supplement  
of its kind in  
the world . . .

In producing a newspaper to meet the particular needs of Southern California, the Los Angeles Times does not overlook the rising generation.

The Junior Times is a youngfolks' newspaper which is "by" as well as "for" youngfolks. Boys and girls write the stories—act as reporters—draw the "comics"—even design the covers.

The Junior Times inherits a trait from its big parent which causes it not only to say things but to do things. Its Players' Club furnishes free entertainment to hospitals and orphanages; its Writers' Division meets twice monthly to hear famous speakers; its Nosegay Club supplies flowers to shut-in children; while its Welfare Committee is busy assisting families who are in need.

The Junior Times is another reason why the Los Angeles Times is the favorite newspaper in the homes of Southern California. The Los Angeles Times is delivered to more homes, read with more care, and used by more advertisers than any other Los Angeles newspaper.

# Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.

360 N. Michigan Blvd.  
CHICAGO

285 Madison Ave.  
NEW YORK

minds to control advertising: An analytical mind to disinter the facts and correlate a concern's business with its advertising; a merchandising mind to pluck out the essential selling appeals and sift them by experiment; and then a creative mind which shall study the facts and examine the selling arguments and translate them into intelligible and convincing phrases. Shackle the creative man's feet with facts and figures, but leave his mind free for fads and fancies.

And why does the advertising man shift jobs? Perhaps it is because his present employer expects him to operate an adding machine with one hand and a typewriter with the other. And then again perhaps he doesn't want promotion to all the gaudy offices which might be dangled forth as bait.

No high-sounding titles such as secretary or treasurer can alienate him from the work that he really loves. Whatever the future may offer, he proposes to remain an advertising man. I wonder whether most of us aren't actuated by similar impulses. And if this reveals a professional spirit rather than an up-and-coming businesslike attitude, then hang us and be finished. But I warn our executioners that the good we have done shall be interred with our bones, and the life and fire and vitality of advertising copy will die with us.

### Community Account for The H. K. McCann Company

The recently re-organized Greater Santa Monica Club, of Santa Monica, Calif., has retained the Los Angeles office of The H. K. McCann Company to direct the advertising of this community.

### Knoxville Bank Appoints Edwin Bird Wilson

The Bankers Trust Company, Knoxville, Tenn., has appointed Edwin Bird Wilson, Inc., New York advertising agency, as advertising counsel.

James H. Darcey, classified advertising manager of the Waterbury, Conn., *Republican and American*, has been advanced to assistant business manager.

### When the General Sales Convention Is O. K.

GREENFIELD TAP AND DIE CORPORATION  
GREENFIELD, MASS.

Editor of PRINTERS' INK:

We used to hold a general sales convention but in common with Mr. Fleming, as described in his article "Why We Discarded General Sales Conventions," in the March 31 issue of PRINTERS' INK, we were a bit dissatisfied. Consequently, two or three years ago we revised our methods according to the article which I wrote for PRINTERS' INK and which appeared in the December 30, 1926 issue. We are still proceeding along the lines suggested in that article and find it much more satisfactory than a general convention, at least for a line such as ours.

In conversations with other sales and advertising executives I have noticed a change in viewpoint regarding the general sales convention. This change, however, is limited principally to people selling more or less stable articles and selling them through distributors. Those selling specialties on which both the margin of profit and the sales expense is pretty large seem to be agreed that a high-pressure, enthusiastic and expensive sales convention is worth all its costs, and from the different thoughts they have expressed on the subject I am inclined to think that their reasons are sound.

GALEN SNOW,

Manager, Sales Promotion Dept.

### H. L. Brown, Eastern Manager, "The Chicagoan"

H. L. Brown has been appointed Eastern manager of *The Chicagoan*. He will have his offices at New York. For the last six years Mr. Brown has been with the *Chicago Tribune*. During most of that time he was with the New York office of that publication.

### Durham-Duplex Profits Greater for 1926

The net profits for 1926 of the Durham-Duplex Razor Company, Jersey City, N. J., amounted to \$231,783 before dividends but after depreciation and taxes. This compares with net profits of \$158,172 reported for 1925.

### Typewriter Account for Dearborn Agency

The Shipman-Ward Manufacturing Company, Chicago, rebuilder of typewriters, has appointed the Dearborn Advertising Agency of that city to direct its advertising account.

### To Direct Sales of Ladlassie Cloths

The Ladlassie Mills, Anderson, S. C., manufacturers of Ladlassie cloths, have appointed the Turner, Halsey Company, New York, as exclusive sales agent.



## DRAPERIES

The Draperies Department in a recently opened furniture and homefurnishings store. Yes, the manager reads Furniture Record.

**B**BETTER HOMES and GARDENS, a most interesting publication for folks who own their homes or would like to, places *Furniture Record* first on its list of business journals reaching the important men in this industry and trade. National advertisers, using but one journal in each field they serve, do the same. All have a good reason for this, more about which we will be glad to tell you.

## FURNITURE RECORD

*A Magazine of Better Merchandising  
for Home Furnishing Merchants*  
GRAND RAPIDS, MICH.

\*Name on  
request.



For More Than 26 Years The National Magazine of the Furniture Trade

A.B.C.

A.B.P.

## AN ADVERTISEMENT TO THE AM



**THE TRUE STORY  
FAMILY BUDGET**

FOOD . . . . .	\$1,750,000,000
CLOTHING . . . .	\$ 950,000,000
RENT . . . . .	\$ 600,000,000
FUEL AND LIGHT .	\$ 200,000,000
FURNITURE AND FURNISHINGS . .	\$ 300,000,000
MISCELLANEOUS .	\$1,200,000,000
	<hr/> \$5,000,000,000

# Two Billion Dollars

## Yet they seldom see a Campbell's Soup Advertisement!

**T**O MOST of us, the mere mention of advertising suggests Campbell's Soup.

On the first page following the editorial matter, in every issue of practically every magazine we find one of your attractive advertisements.

Campbell's Soup advertising is so familiar to most of us that it is difficult to realize there are more than two million literate families in this country who almost never see these advertisements.

Yet this is unquestionably true.

For two million two hundred thousand copies of True Story Magazine are bought every month by families who do not read other magazines.

And Campbell's Soup advertising does not appear in True Story.

These people buy True Story because they want to read this

magazine. They pay 25 cents a copy for it at the newsstands, more in the aggregate than is paid for the five leading women's publications.

True Story readers do not belong to the leisure class, it is true. In Philadelphia they do not live in Chestnut Hill or on "The Main Line."

They are the wage earners.

Most of the women do their own cooking and take care of their own children.

The men work in factories, offices and travel on the road.

Yet their total income is more than five billion dollars and they spend one billion, seven hundred fifty million dollars every year for food.

Thirty-five percent of this sum, or one billion, seven hundred fifty million dollars, for soups and the other commodities that are consumed on the table!

# THE CAMPBELL SOUP COMPANY

## *The Only Way to Reach Them*

True Story goes into homes that read no other magazines.

Impartial surveys made by the Association of National Advertisers and Thresher Service prove True Story has far less duplication than any other leading magazine.

Advertisers who use the five leading women's publications reach only 18% of the True Story readers.

If you used all of the eight leading magazines, you could only reach 25% of True Story's circulation.

You can be sure of reaching the other 75% only through the advertising pages of True Story.

## Nearly for FOOD!



Isn't it possible that you have overlooked an important market by failing to include True Story in your advertising plans?

Isn't it possible that out of the five billion dollars which these people have to spend, there is money available to buy more Campbell's Soup?

Remember that nearly two and a quarter million people read True Story every month

and that this is practically the only magazine they do read.

These people are not poor. Their incomes total five billion dollars every year.

Wouldn't you like to tell them something about Campbell's Soup?

## TRUE STORY

*The Only Magazine They Read*



**Is your product one that prospects must see in order to appreciate its value and importance?**

If your prospects are comparatively few in number, perhaps your salesmen can present the product to them effectively. But if the prospects are numerous, yet definitely known, salesmen find that running time cuts in too much on selling time.

Use direct advertising to present your product and to work the list from A to Z. Reduce the many to the actively interested and selling time will prevail.

To a discussion of this problem, we will bring, at your request, a breadth of experience and a specialized knowledge.



**EVANS-WINTER-HEBB Inc. Detroit**

820 Hancock Avenue West

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis · Plan · Copy · Art · Engraving · Letterpress and Offset Printing · Binding · Mailing

# What Do You Want to Know about the Farm Home as a Market?

The Agricultural Extension Service, at Washington, May Be Able to Answer Your Question

*Washington Bureau  
of PRINTERS' INK*

PROBABLY the executives of the Agricultural Extension Service know more about the demand of the farm home for various kinds of products than the officials of any other Government organization. More than 1,200 home demonstration agents and specialists who are employed co-operatively by State colleges and the U. S. Department of Agriculture report frequently to the Washington office. These agents are in almost daily touch with the farm homes of the country, and their reports carry a great deal of information and many facts concerning the use of all of the principal materials and products used in farm homes.

Nearly two years ago an article in *PRINTERS' INK* suggested that manufacturers would find the office of the extension service a source of valuable information regarding the probable volume of the farm home demand for their products. Because of this article, a number of manufacturers of various lines addressed inquiries to the service, and several typical replies now furnish a comprehensive idea of the information the extension service is able and willing to furnish.

Since the article was based on an interview with Grace E. Fry-singer, extension home economist of the Department of Agriculture, practically all of the inquiries were addressed to her, and in every instance she furnished the information for the reply.

Several of the letters show the indirect influence on the home demand of the educational work of the extension service. Typical of these is the reply to an inquiry from a radio manufacturer who wanted to know what the service was doing regarding the encouragement of radio reception. The reply states that nothing has been done of an educational nature by

the staff to stimulate the purchase of radio equipment, but adds:

"We are stressing upon rural women the need of being intelligently informed of current events as a part of their responsibility as rural citizens and homemakers, and we are also stressing the value of entertainment, including music, as a part of well-balanced family development. These factors, of course, have a relation to the field of radio as well as other fields touching on this suggestion."

## HELPING TO PLAN KITCHENS

An inquiry from a prominent advertising agency requests information on farm-house kitchens. The reply explains that convenient and well-equipped kitchens are included in the extension program as part of the home-management work, and, after explaining that the program is carried on as one method of releasing the farm woman from unnecessary expenditure of time and energy in the mechanical duties of house-keeping, the answer continues:

"In carrying on this particular activity, a group of rural women under the leadership of the county home demonstration agent agrees that its kitchens are inconvenient. Studies are made of the distances between stove, table and sink; the lighting, ventilating, finishing and the equipment, both large and small, are also studied. The points of a convenient kitchen are also studied. Plans are then made for the rearrangement of the kitchen, and each woman plans to incorporate as many as possible of these basic considerations into the planning of her own kitchen.

"The kitchens are scored before changing and after changing. Score cards are prepared usually by the extension home management specialist and the county home demonstration agent, together with the rural women concerned. In a few in-

stances outside organizations have offered prizes for the women who have made the most improvement during the better kitchen contest, but this is not the general rule."

An inquiry regarding the sales possibilities of prepared cake flour in the farm field is responsible for the information that the instructions regarding nutrition work are based on discussions of the well-balanced diet, and that in this connection the place of carbohydrate foods, including products made from flour, is discussed. If questions arise regarding prepared flour they are answered, but the subject is not included in the discussion which is planned for farm women. The reply concludes:

"The principles underlying the baking of cake and other flour products are often presented to the women, who would thus understand the nature of prepared flours and would undoubtedly use their own judgment as to the desirability of purchasing the prepared flour."

In the majority of the States, in connection with the work in household furnishings, rugs are discussed as to their selection, and in some States instruction is given regarding the making of rag rugs. In the discussion of floor coverings, fibre rugs as well as the ordinary floor coverings are considered. This information is from a letter in reply to an inquiry from a large carpet manufacturer who wanted to know if he could aid in the work. In regard to this, the letter states:

"I believe there is an opportunity for possible co-operation, particularly if you have samples available for more or less limited distribution which might be used to illustrate the types of rugs manufactured, or other material of an illustrative nature which might be used in connection with this instruction." The letter then explains that a list of extension directors of the several States is enclosed, and suggests that the manufacturer write to the directors asking what co-operation would be possible in each State, since the consideration of the subject varies in the different States.

A particularly interesting in-

quiry is from a large advertising agency which wanted to know the possibility of expanding the demand for knitting yarns in the farm field. In reply, Miss Fry-singer said that her observation had led her to believe that the farm women are still knitting, but not to the extent that they did formerly. "Farm women are recognizing that the old idea of constantly doing something from dawn until late at night is bad for Jjil as well as for Jack."

#### DECLINE OF KNITTING

The letter then explains that many thousands of farm women are laying aside the tatting, knitting and other activities which were formerly considered recreation. They are buying ready-made finishes and ready-made clothing, and are spending more time in training their children. However, the letter expresses the belief that there always will be a large number of farm women who will knit, partly from the joy of it, and partly from the standpoint of economy.

The inquiry also asked an opinion of a sample enclosed with a complete and rather elaborate piece of advertising material. The sample of yarns was considered to be exceedingly attractive and the instructions for using them very clear, according to the reply, which also offered the following significant criticism:

"In the first place, the photographs which were used for the pictures are essentially urban in character. For your farm trade, why not have some pictures of girls and boys on their way to school being protected from the bad weather, perhaps trudging along with their lunch boxes? And have adults, both men and women, being protected by knitted garments as they carry on farm chores. Your advertising material, as I see it, lacks the pull which would make people want the information. It suggests how to make all these things, but not the value of having them. It might be desirable to plan a booklet stressing the value of having a sweater, scarf or hat made of



this material, indicating its serviceability, its beauty, its slip-over possibilities, its washable qualities. An appeal might be made by showing the value of the garments while a room is being warmed up, by showing that the garments could be worn under coats during a cold ride, and by illustrating other points which would draw upon the imagination and make the rural people desire to have such garments. I believe you can see my viewpoint in saying that the advertising material needs to make an appeal to rural people for rural life."

A similar inquiry deals with the possibility of stimulating the farm women to do more crocheting. The reply explains that, as yet, no definite policy has been worked out for relationship between advertisers, manufacturers and extension service, except that the agents carry on only an educational program of work and are interested in no one product. They inform rural people of the basic facts which make a product valuable, and then indicate possible means of finding out the names of manufacturers who make such products. The people themselves then judge the product and determine whether it meets the standard set by the agent.

The possibility of increasing the demand for incubators is mentioned by inquiries from three manufacturers. One of the replies mentions the large business done on incubators a few years ago which did not result satisfactorily to the purchasers from an investment standpoint. It then explains that there now seems to be a more general tendency toward specialization, with fewer people using the incubator, and those who do, dealing with day-old chicks for selling. Other farm people buy the day-old chicks and raise them. "Of course, there will always be many farm people who buy incubators for their own use; but the general tendency seems to be for fewer owners of incubators and those operating on a larger scale."

Another reply explains the system of recording egg production employed by the extension service

in all of the States, and the third employs the same idea in answering a question as to how the manufacturer can call attention to his advertising.

"In our poultry work," the third letter states, "we are endeavoring to urge a yearly egg production record and cost record. If your company would care to put out a yearly egg production record card and a cost record card in simple form, we believe that these would be most useful in making for better poultry, and since there would be no objection to having the name of your company printed on the card it would serve as a form of advertising which we think would be advisable. If this matter interests you we shall be glad to send you suggestions for these cards, such as are being used in the several States."

#### ADVERTISING TO RURAL WOMEN

One of the replies is particularly interesting because it deals entirely with the subject of advertising to rural women, and answers an inquiry concerning a proposed direct advertising item. This letter expresses the conviction that the rural field is beginning to realize that the commercial field is living up to the slogan, "Truth in Advertising," and that if the firm is recognized as a highly reputable one and if the advertising is based on true research, the rural public will gladly accept the information. Then, in regard to the direct advertising in question, the letter continues.

"I believe that a pamphlet regarding the relationship of the various protein foods, prepared in simplified terminology, would be used most effectively by all those who have to do with the field of nutrition, for there is probably less understanding of protein than of any other type of food material. If your organization would attempt to prepare such a pamphlet, I believe that the fair-minded people of the country would recognize its value and be most happy to use it."

A noteworthy feature of several of the letters is that they warn manufacturers against attempting

to sell high-price luxuries at a time when the farm field in certain sections is in a financially depressed condition. While the condition is being relieved, it is evident that the specialists of the extension service still feel that the demand is for merchandise of good quality at moderate prices. Others among the replies suggest that the representatives of publishers, advertising agencies and manufacturers, come to Washington and call at the offices of the Agricultural Extension Service for interviews. Undoubtedly, calls of the kind would be of inestimable value, and would result in not only a more intelligent merchandising effort in the farm field, but also in more profitable co-operation on the part of manufacturers with the extension service.

### Shoe Wholesalers Point the Way to Dry Goods Jobbers

NATIONAL ASSOCIATION OF SHOE  
WHOLESALESA OF THE  
UNITED STATES  
BOSTON, MASS.

#### Editor of PRINTERS' INK:

The Shoe Wholesalers' Association appreciates the possibilities of the idea suggested in your March 17 issue by Ralph K. Guinzburg in his article entitled: "How Jobbers Can Overcome Adverse Propaganda." We still claim the distinction of being the first national wholesalers' association to make an effort along this line. We are naturally very much interested in what other trade associations may do as we believe that we will reap benefit from any educational results that they may obtain.

During the first year such effort as was made by the Shoe Wholesalers' Association was done entirely with their own money. The second year we received voluntary contributions from four manufacturers interested in the wholesaler. This year it now looks as if we would have assistance from a substantial number of manufacturers that will enable us to do a more effective job.

It is to be admitted that our work has not been adequately financed and we have not done anything like as thorough a piece of work as those of us who ardently support the plan would like to see done. We do, however, believe we have already obtained some results. We cannot point to particular orders written solely because of this advertising, but many of our members are doing a greatly increased volume of business with customers who would hardly give a wholesaler a hearing three or four years ago.

It is very difficult to get wholesalers whose business is usually local to take an interest in a national campaign.

There is a surprising and discouraging lack of trade consciousness and trade initiative and, just as Mr. Guinzburg points out, we find that a few must carry the burden, both of expense and effort. Many of us believe if we can have sufficient patience and stick to it long enough, results will be accumulative both with the retailer and with the members of our own trade.

We believe that Mr. Guinzburg is correct in stating that a moderate amount of money is adequate for the purpose. Such a campaign as is outlined by him and is in our mind is not addressed to the consumer but to a selected group of retailers. We believe that \$25,000 a year is as much as our association could spend to advantage. A greater appropriation would involve waste. We only wish that we had an amount even approximating that figure.

Referring again to Mr. Guinzburg's article, the thought expressed in the entire paragraph beginning at the bottom of the first column on page 55 is one that I wish could be fixed firmly in the mind of every wholesale shoe dealer in the United States. If there was a little trade consciousness backing this idea I believe in five years' time the wholesalers would be so far back on the map that the anti-wholesaler propaganda would be forgotten.

NATIONAL ASSOCIATION OF SHOE  
WHOLESALESA

RALPH B. JONES,  
President.

### Western Electric Reports Record Sales

The Western Electric Company Inc., New York, reports sales for the twelve months ending December 31, 1926, of \$263,105,000, the largest in its history, as against total sales of \$239,531,000 in 1925. Total sales have grown from \$117,942,000 in 1917 to the 1926 total. All of the foregoing figures exclude sales by the company's supply department, the business of which is carried on by the Graybar Electric Company, Inc. The net earnings for 1926, after charges and all taxes, were \$20,078,504.

### Newspaper Campaign for Nova Scotia Hotel

There will be an advertising campaign in the newspapers of New York, Boston and other cities in the United States for a new hotel being built at Sydney, N. S., by the Sydney Hotel Company. The advertising will be directed to summer tourists.

### Norida Parfumerie Moves to Long Island City

The general offices and factory of Norida Parfumerie, Norida toilet requisites, have been moved from Chicago to Long Island City, N. Y. Joseph Engelbreit will be in charge of the Chicago office.

# Full Speed Ahead In Denver

The Rocky Mountain News and Denver Evening News are the fastest growing newspapers in America.

The NEWSpapers gained 1,538,398 lines of advertising during the first three months of 1927. During that period the Post lost 324,210 lines.

Circulations for the six-month period ending March 31, 1927 were: morning, 30,571; Sunday, 66,518; evening, 43,687.

The increase shown by this six-month statement only partially indicates the tremendous gains actually made. Day by day, week by week, month by month, the NEWSpapers are moving full speed ahead.

During the last week in March, average daily paid circulations were:

Rocky Mountain News ( <i>Morning</i> )	39,044
Rocky Mountain News ( <i>Sunday</i> )	92,554
Denver Evening News . . . .	54,223

These March figures, compared with circulations of April, 1926, show an increase of 128 per cent in the evening, 68 per cent on Sunday, 36 per cent in the morning.

Since the purchase of these newspapers by Scripps-Howard in November, 1926, the newspaper situation in Denver has completely changed.

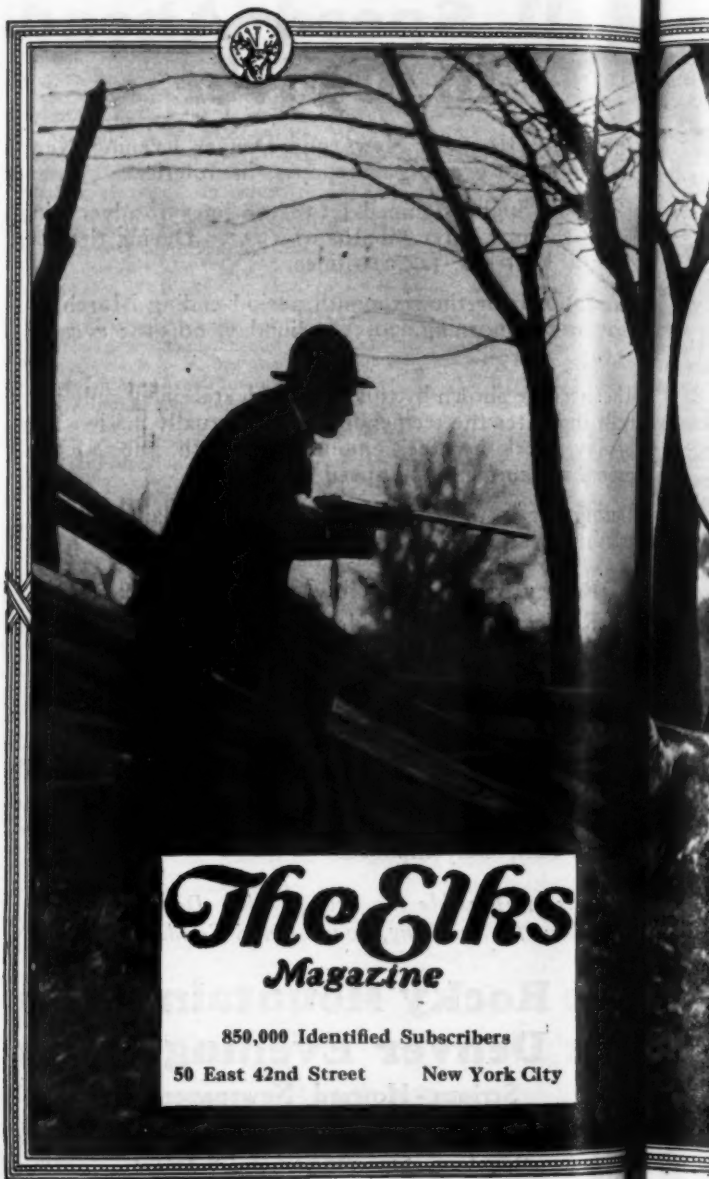
*It is impossible to cover the Denver field without the morning, evening and Sunday NEWS*

## The Rocky Mountain News The Denver Evening News

Scripps - Howard Newspapers

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York


Chicago      Detroit      San Francisco      Los Angeles      Seattle



**The Elks**  
*Magazine*

850,000 Identified Subscribers

50 East 42nd Street      New York City



**The largest  
magazine  
for MEN**

**F**EW evening newspapers ever have anything to say about "markets." Their selling talks are aimed usually at space buyers who are supposed to be interested only in local influence.



"Local influence" is lovely and The Free Press has no wish to deride it, for in Detroit alone this newspaper has a coverage of three out of every four of the homes in the twenty-four best buying districts of The Fourth City.



But—the U. S. Census Bureau, the U. S. Department of Commerce and a few other authorities on what constitute a market as it relates to a

metropolitan center show that sales possibilities are not confined within the legal boundaries of a city as large as Detroit, and that fullest advantage cannot be taken of the market as a whole unless the surrounding territory is given equal consideration with so-called "local sales."



In the twenty five counties that make up the Greater Detroit market The Detroit Free Press has a coverage equivalent to one out of every two of the 538,828 homes in the entire area including Detroit. In this case, "zone-talk" is not all "ozone."

## The Detroit Free Press

VERREE &

National

New York

Chicago

Detroit



CONKLIN, INC.

Representatives

San Francisco

# The Difference Between "Price Fixing" and "Price Maintenance"

Two Totally Different Ideas—the Former Is Non-Competitive; the Latter, Competitive

By W. H. Crichton Clarke  
Of the New York Bar

AN American college youth probably gets his biggest surprise shock, in the matter of learning, in his sophomore year. That shock comes when some gentle, sleepy-eyed professor of economics shows his class in a matter-of-fact manner that an anarchist and a socialist are two different breeds of cats. The poor benighted sophomore who up-until that time had put them in one group, finds that the anarchist, who theoretically wants no laws, and the socialist, who theoretically wants every movement of every individual regulated by law, are as far apart as the poles.

It often seems to be the habit of the human mind to accept ideas that are in direct conflict with each other as though they were bed-fellows. "Price-Maintenance" and "Price-Fixing" are two ideas that are vastly different but which are accepted as meaning one and the same thing as are "anarchist" and "socialist."

The term price maintenance, as used by those who believe that their trade-marked products should be available to their customers at uniform prices, relates merely to so-called *vertical agreements* between the producers of such products and the wholesale or retail distributor of the articles.

A price-fixing agreement is an entirely different thing. It involves *lateral contracts* between producers, or cross contracts between wholesalers, or similar contracts between retailers.

These lateral or real price-fixing agreements eliminate competition and fix the price levels by combined action of the concerns which, in the absence of such price-fixing, would carry on busi-

ness in competition with each other.

Price-maintenance, no matter whether it is based on vertical contracts or on consignment or agency devices—such as were held legal in the General Electric case—does not involve any price fixing by elimination of competition. Under price maintenance conditions the prices of branded commodities are always determined by keen competition of rival producers.

Whenever two ideas, in direct opposition to each other, are thought of as meaning one and the same thing, there is generally a reason to be found. That reason, usually, is well worth examining, for such examination helps to make clear the real difference between the two ideas. The reason for confusion in this instance goes back to the old case, decided by the United States Supreme Court, of Dr. Miles Medical Company vs. Park & Sons Co. (220 U. S. 373-408).

The Dr. Miles case involved the validity of so-called Resale-Price-Maintenance contracts relating to branded articles of the Dr. Miles Remedy Company which was operating in full competition with producers of other and similar remedies and also in full competition with the medical profession in its prescription of other remedies and treatments. These Miles contracts are what is now known as "vertical" contracts. They extend vertically from the producer to the wholesaler or from the wholesaler to the retailer. They are never made laterally or cross-wise between two or more producers or two or more wholesalers, or between rival retailers.

There can be no question that

the main difficulties which have been encountered by the producers of nationally trade-marked and advertised products in their desire to control the resale prices on merely their own identified products by means of refusal of sales, or vertical contract and agency devices, have arisen from the fact that the Federal Supreme Court in the Miles-Park case assumed that vertical distribution contracts made by the Miles company with its various distributors and limited solely to its own identified products were really price-fixing contracts not different in actual effect from lateral contracts made by all wholesalers with each other, or by the retailers with each other. Indeed, not different in effect, from a combine between the manufacturers of remedies and medicines to fix their prices by agreement rather than by a competitive desire to outbid each other for the favor of trade and public.

The proof of this assertion that the Supreme Court regarded price-maintenance as the same in effect as price-fixing in the Miles-Park case is shown by the following quotations from the statements of Justice Hughes who prepared the majority opinion of the court in the Miles case:

Agreements or combinations between dealers, having for their sole purpose the destruction of competition and the fixing of prices, are injurious to the public interest and void. The complainant's (Dr. Miles Company) plan falls within the principle which condemns contracts of this class. It, in effect, creates a combination for the prohibited purposes.

Now it may be safely asserted that if these statements are true—if vertical resale contracts are the same "in effect" as a combination among the retailers, who agree not directly, but through the intermediation of the producer, to eliminate competition, then the price maintenance cause is hopeless, because Congress will never agree to the legalization of direct combinations between competitors for the suppression of competition, the fixing of prices and the curtailment of supply.

My contention is that price-

maintenance is not in any sense the same as price-fixing because one is a highly competitive device and the other is not.

A mind as astute as that of Justice Hughes ought to have seen that in a price-fixing combination the competitors fix the prices on their goods in order to eliminate all competition. They would not think of fixing the price on one article only. They fix it on every article which is affected by competition.

With a vertical resale price contract, the alleged dealer-combination does not fix the price of the branded article at all. That price is fixed by the producer who is not competitive to them in any sense. Moreover, he fixes his price in order to foster instead of eliminate competition. He fixes his price and his values in such manner as to make them appear to the public and the trade as better than the prices and values of the competitive producers who are seeking to have their goods bought in place of his.

Take a group of 20,000 retailers. If they combined laterally to restrain trade, they would fix all prices on branded goods and unbranded goods and they would eliminate all competition between brands; otherwise the public might concentrate on the article which carried the least profit for the trade. This is *price-fixing*.

Then take the same group of 20,000 retailers operating under resale-price contracts on identified merchandise. They would be competing with each other on all unbranded goods. There would be competition in brands because some dealers would carry different lines from others. And where the same brands were carried, there would be strong competition of one brand against another—of Gillette against Gem and Eveready, etc. This is *price-maintenance*.

These plain and important distinctions between the highly competitive price-maintenance group and the frozen, non-competitive price-fixing group are so obvious that it might well be regarded as amazing that the Supreme Court

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Yorba  
Lincoln  
Santa Mo  
Soroport  
Sunbear  
Los Ange  
Woman  
Federat  
Bros., Los



Over  
195,000  
Daily

# Los Angeles Examiner

Over  
425,000  
Sunday

5c DAILY

APRIL 14, 1927

10c SUNDAY

## 26 ORGANIZATIONS HEAR HOME ECONOMICS EDITOR IN 5 MONTHS

### PRUDENCE PENNY TALKS TO 15,000

Indicative of the tremendous influence of Prudence Penny, Home Economics Editor of The Los Angeles Examiner, on the reading and buying habits of the women of Los Angeles and its surrounding communities, a list of her public appearances from January 5, and her scheduled engagements to May 24, a period of about five months, shows her meeting with 26 organizations, with an aggregate attendance of more than 15,000! Most of them are women's clubs, but Prudence also has spoken, and will speak to Parent Teacher Associations; Girls' Leagues, and at special department store events.

#### Here is the list:

Gardena Woman's Club  
Laguna Beach Club  
So. Coast Hardware & Furniture Co.,  
Home Economics Section, Newport Beach  
East Whittier Cooking School  
Santa Monica P. T. A.  
Tuesday Luncheon Club, Huntington Park  
Saugus Community Club  
Florence Avenue Women's Club  
Pomona Ebell Club  
Santa Monica Bay Women's Club  
Mission Acres Woman's Club  
Bloomington Woman's Club  
Bellflower P. T. S.  
Zelzah Woman's Club  
Broadway Dept. Store, "Home Week"  
Burbank P. T. A.  
Compton Union High School "Girl's League"  
Huntington Park High School "Girl's League"  
Home Economics Section, Pomona Ebell Club  
Yorba Linda P. T. A.  
Lincoln High School "Girls' League,"  
Santa Monica  
Soroptimist Club, Los Angeles  
Sunbeam Chapter, Order Eastern Star, Los Angeles  
Woman's Club of Eagle Rock  
Federated Women's Clubs, at Barker Bros., Los Angeles

### \$12,000,000 in Payroll of 300 New 1926 Plants

MORE than 300 new manufacturing establishments, employing nearly 6,000 people, with an annual payroll of \$12,000,000 came into the metropolitan area of Los Angeles, said an announcement a few days ago of the Industrial Department of the Los Angeles Chamber of Commerce.

The completion of the Sears-Roebuck distribution plant and retail store will see 6,000 more people employed, on a payroll reaching \$10,000,000 a year. An additional 2,000 will go to work for the Ford Company at its new manufacturing and assembly plant to be built on a 40-acre site already acquired at the Harbor. The investment will total \$3,000,000.

### EXAMINER LEADS IN FARM SALES

More farm lands in Southern California are sold through The Los Angeles Examiner, than through any other newspaper in the territory, judging from the preference for this paper that is shown by farm land advertisers.

From January 1, 1927, to March 1, 1927, the figures show that The Examiner carried 70,196 lines of this kind of copy, as against the next nearest paper's 47,726 lines.

The high value of farm lands in this richest agricultural community in America makes this record especially significant. It is an indication, too, of the way The Examiner is reaching newcomers to this market . . . those without buying prejudice, who arrive with sufficient funds to be largely self-sustaining.

**Largest morning and  
Sunday circulation  
West of the Missouri**

could not see the real competitive differences between resale price-maintenance of identified merchandise by vertical contracts, on the one hand, and the fixing of prices on all merchandise branded and unbranded on the other.

And the answer is that the court apparently is realizing the distinction and is refusing any longer to assert that price-maintenance and price-fixing are the same in economic effect.

The General Electric case involved consignment contracts made by the producer with more than 20,000 retailers. I think it is obvious that the Court did not regard those contracts as being the same in effect as though the 20,000 retailers had agreed with each other that hereafter they would receive nothing except goods consigned to them by all producers to be sold at fixed and non-competitive prices. If the court had applied any such fallacious argument in the General Electric case as it did in the Miles-Park case, it would obviously have found that the 20,000 dealers had in effect combined with each other to eliminate all competition not only in the General Electric lamps but in all other goods.

In the Miles-Park case, Justice Hughes thought it was a vice for the Miles company to seek to eliminate competition of its own products with themselves. He says:

The essential features of such a system are thus described by Mr. Justice Lurton (then Circuit Judge), in the opinion of the Circuit Court of Appeals in the case of John D. Park & Sons Company vs. Samuel B. Hartman, 153 Fed.:

"The contracting wholesalers or jobbers covenant that they will sell to no one who does not come with complainant's license to buy, and that they will not sell below a minimum price dictated by complainant. Next, all competition between retailers is destroyed, for each such retailer can obtain his supply by signing one of the uniform contracts prepared for retailers, whereby he covenants not to sell to anyone who proposes to sell again unless the buyer is authorized in writing by the complainant, and not to sell at less than a standard price named in the agreement. Thus all room for competition between retailers, who supply the public is made impossible. If these contracts leave any room at any point of the line for the usual play of competition be-

tween the dealers in the product marketed by complainant, it is not discoverable. Thus a combination between the manufacturer, the wholesalers and the retailers to maintain prices and stifle competition has been brought about."

While the Miles company eliminated competition on its trade-marked article with itself, it left the dealers otherwise competitive in every way. The above language of Justice Lurton would condemn the General Electric consignment contracts as well as the resale contracts. No sane lawyer would suppose that the courts would tolerate a general combine in which all goods were consigned to the trade at prices fixed by concert among the producers and distributors. Real restraint of trade does not hinge on such shadowy distinctions as those between consignments and sales, especially where the sales are made on sixty and ninety-day credit so that in substance the producer delivers his goods to the trade on terms which permit them to be sold to the public before they are paid for to the producer—an arrangement hardly differing in monetary substance from a consignment system.

I think it can be safely asserted that the economic education of the Supreme Court arising out of a long line of price-maintenance cases had reached such a point in the General Electric case that the court there recognized the real distinction between price-fixing and price-maintenance and declined to regard the vertical consignments as being the same in effect as lateral agreements between retailers to receive only consigned goods at prices fixed on a non-competitive basis. This education, I also think, will eventually prove of great value to business in the future in so far as price-maintenance is concerned.

### R. E. Kane Joins St. Louis Agency

Robert Emmet Kane, formerly with the Chappelow Advertising Company, St. Louis, and more recently advertising manager of the Union Electric Light & Power Company, of that city, has joined the Shelby Syndicate, St. Louis advertising agency, as an account executive.



## Washington—And Its Overflow

The Washington market is no longer confined to the District of Columbia—but reaches into Maryland and Virginia, embracing a radius of 25 miles or more as the crow flies.

Of this territory Washington is the center for supply—a market not shared with any other metropolis. Here are more than three-quarters of a million people—whose trade is worth cultivating—because they have the inclination to buy commodities and luxuries, with the money to spend for them.

You can only get right into the homes of these people with *The Star—Evening and Sunday*—through its regular direct carrier service—made even to its remotest points.

## The Evening Star.

WITH SUNDAY MORNING EDITION  
WASHINGTON, D. C.

**Eastern Representative**  
Dan A. Carroll  
110 East 42nd Street  
New York, N. Y.

**Member of**  
*The Associated Press*

**Western Representative**  
J. E. Lutz  
1110 Tower Building  
Chicago, Ill.

*Why*

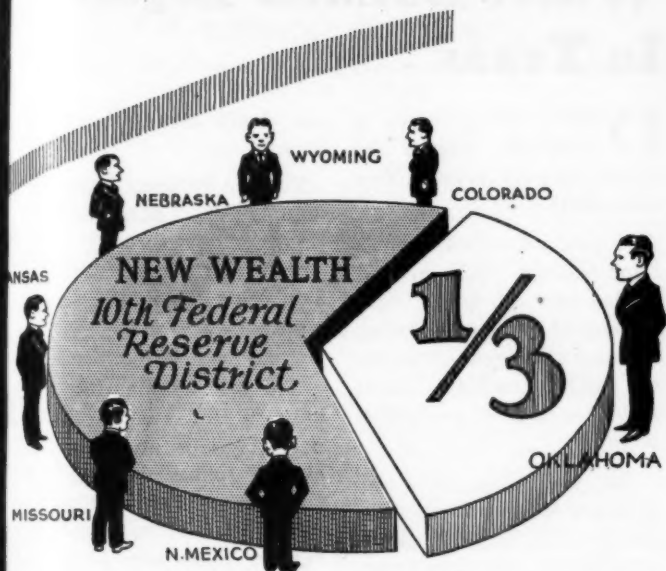
should I invest  
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my Advertising  
Appropriation  
*in* Oklahoma



**THE OKLAHOMAN**

*Publishers of* **THE DAILY OKLAHOMAN** **OKLAHOMA CITY TIMES**

**E. KATZ SPECIAL ADVERTISING AGENCY** New York



**B**ECAUSE Oklahoma is responsible for  $\frac{1}{3}$  of all the new agricultural and mineral wealth produced in the 10th Federal Reserve District. Think of it—this market alone produces  $\frac{1}{3}$  of the total wealth of 7 important states! Are you getting your share of this big business? That product of yours—it can attain volume sales in Oklahoma if you go after trade through the Oklahoman and Times, Oklahoma's two greatest newspapers . . . . through the Oklahoman Farmer-Stockman, Oklahoma's only farm paper!

Besides being the outstanding state in Federal Bank reports Oklahoma is rated a leader in prosperity by Babson, Forbes and Brookmire. Check up your sales in Oklahoma now! Here in this rich area you will find the key to profitable marketing.

# PUBLISHING Co.

THE OKLAHOMA  
FARMER-STOCKMAN } Oklahoma City

NEW YORK Chicago Detroit KANSAS CITY Atlanta San Francisco

# Where Business Begins In Texas

**D**ON'T try to carry a complete picture of Texas in your mind. You can't do it.

If you concentrate on a hundred-mile circle around Dallas you can forget vast unpeopled plains, towering mountain ranges, stretches of almost trackless forest and a lot of good productive territory.

But your little circle will embrace 40% of all the people in the Greatest State, one-third of the state's taxable wealth and one-fourth of all the railroad mileage.

That's concentrated buying power. Small wonder an overwhelming majority of national distributing organizations select Dallas as their Texas headquarters!

This is the area in which The Dallas News has sunk its roots and built its splendid influence through more than 40 years—ever since

the doves nested in Main Street.

You can influence a greater volume of Texas buying power today through The Dallas News than through any other medium in the state.

\* \* \*

The best augmenting medium in Dallas is The Journal. Here is an A. B. C. evening paper of intensely concentrated circulation—a paper that is not sold to readers upon any basis of combination with The News, and probably has less duplication with The News than has any other of the evening papers.

Your schedules in The News and The Journal can be handled with one outlay of effort and cost (one order, one set of plates, one billing) and the special combination rate provides the lowest available milline cost.

## The Dallas Morning News The Dallas Journal

*An Optional Advertising Combination*

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# The Dignity and Duties of the Advertising Profession

Can Help Educate Nation in Uses of Prosperity and Socialize Business Success, Says Dr. Frank

By Glenn Frank

President, the University of Wisconsin

[Editorial Note: At the recent convention of the Sixth District Advertising Clubs in Milwaukee, Dr. Glenn Frank, president of the University of Wisconsin, delivered an address which many who heard it declare to be the most important contribution to merchandising thought that has been made in many a year. Charles C. Younggreen, presiding officer of the meeting, summed up the prevailing opinion when he said, at the conclusion of Dr. Frank's address: "This sets us an ideal toward which to work and gives us something which will merit our most earnest study for a long time to come."

Here is the address in full. It is from a manuscript Dr. Frank prepared especially for **PRINTERS' INK**, using his convention notes as a basis. Needless to say, **PRINTERS' INK** is highly gratified at being able to present this significant paper to the merchandising world.]

THE advertising man holds an important sector in the business field. The casual observer is likely to think of the advertising man as a mere merchant of catch-words to caress the ears of the credulous and lure them into buying things they do not need. Maybe there are advertising men who do not rise above this confidence-man philosophy of their profession. If there are such men in the business of advertising, it is a case of the littleness of the man libeling the largeness of the mission.

The nature of the advertising profession is such that the advertising man is challenged to a wide knowledge of men and of materials, if he is to be more than a pedler of epigrams. The advertising man is a liaison officer between the materials of business and the mind of the nation. He must know both well before he can serve either wisely.

I do not know another servant of the business world who daily faces a greater challenge to social statesmanship than the advertising man. Facility in framing slogans is only one of the minor tools in the advertising man's kit. He

must study much in order to say little, if he is to say it effectively. He must know the social order thoroughly before he can serve the business order effectively. The tone and temper and economic health of the social order is the soil in which business enterprises must grow. Upon the thinness or fertility of that soil the success or the failure of the advertising man's adventures must largely depend.

The business order and the social order are too intimately related for the advertising man who aspires to be more than a tricky tradesman to tear them apart in his thinking. The really great advertising man knows that a good business cannot be permanently maintained in a bad civilization. And this is why the great advertising man must be a statesman as well as a salesman.

Then, too, the really great advertising man must be as much interested in increasing the sanity of consumption as in increasing the size of consumption, for great businesses are not built upon fads that are worthless and passing, but upon appetites that are worthy and permanent. The advertising man need not go outside his profession to find a playground for his sense of values.

The art of salesmanship is something more fundamental than the mere gaudy tricks of the high-power salesman who has learned his trade in six snappy lessons by mail.

Salesmen, like athletes, may be over-trained. There are, in fact, signs that the cult of high-power salesmanship may over-reach itself and work its own undoing. In the midst of the flood of banality and Babbittry about super-salesmanship, I like to refresh my mind by

recalling the memory of a really great salesman from whom I once made some fairly extensive purchases.

He was an old man. I doubt that he had ever read a book on salesmanship. He was refreshingly free from the flip omniscience and ghastly array of glib arguments which often mark the too obviously trained salesman. And yet he was a great salesman. Let me set down some of the things about him that stick in my memory.

First, he knew his customer. From the first, he called me by my right name and showed that he knew that I was the editor of a certain magazine published in that city. That pleased me. I knew that he had picked up this information from my wife the day before, but it pleased me nevertheless. A touch of vanity, you may say. It was; but, then, the whole human race is similarly vain. And the good salesman knows it. But there was a difference as wide as the world between this old man's recognition of me and the recognition accorded by the over-trained salesman who makes you feel that he has, in following rule thirteen, memorized your name from a card index. His was a gentleman's courtesy, not a salesman's technique.

Second, he knew his goods. I do not mean that he simply knew the purpose and the price of the specific articles I was examining. We were examining furniture. He did not simply know about these particular pieces of furniture; he really knew furniture in general. He talked to me entertainingly about woods and their seasoning, about the craftsmanship of the great furniture shops of ancient and modern times. In fact, he seemed to talk very little about the actual pieces under consideration; but his wide knowledge of his field unconsciously gave me a confidence in him and his judgment. I learned from him that you must know far more than you use in any undertaking if what you use is to have its greatest power.

Third, he drew rather than drove me into a purchase. At no

time did he try to change my mind about a piece of furniture by argument. He depended upon information rather than argument. If I suggested a preference for another sort of furniture, he showed the other sort to me, described it, analyzed it, and left me to make up my own mind. I have often been argued into a purchase by a salesman; but I have always secretly resented the salesman's conquest later. The old man seemed never to argue. He informed; he drew; he won.

Fourth, he hid the salesman in the servant. At no time did I feel that he was trying to sell me anything. I had the feeling that he was a counselor I had employed to advise me in a field I did not know. At no time during my several days of shopping did I think of him as a salesman of exceptional ability; in fact I had the feeling that he was too easy, that he overlooked chances to press a point and make a sale. All of this analysis of his power as a salesman has come to mind months afterward. But he was a great salesman!

But the art of salesmanship with which the advertising man concerns himself has a wider significance to human life and civilization than the merchandising of goods even in this masterful fashion.

It doesn't pay to take the old adages too seriously. I am sure that no end of harm has been done by the time-honored theory that if you build a better mouse-trap than anyone else you can bury yourself in the woods and rest assured that the world will beat a path to your door and demand your superior product. This is a very busy world we are living in. Even excellence must fight for attention. The world is sure to be waylaid by a good salesman long before it reaches your cabin in the woods. The regrettable truth is that you dare not do good work and let it go at that. Miracles do not happen even for the right. You must know how to sell as well as how to create.

I suspect that the most important man in the world is the good



No matter how well we do our job, there is always an opportunity to do the next one better. Maybe that's why we get such a kick out of our profession.



**J. M. BUNDSCHO, INC.**  
**Advertising Typographers**

58 E. WASHINGTON 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

salesman. I do not mean simply the clerk or the commercial traveler, but the man whose whole life and work is guided by the principles of good salesmanship. The art of civilization is largely the art of salesmanship. Nothing of permanent value has come down to us from the past save by the grace of good salesmanship on the part of somebody.

We would have no great literature to feed our spirits but for the fact that through the ages the great writers have been good salesmen. The great writers have not spent their time hawking their own wares and advertising themselves, but in the way they have thought and written they have, consciously or unconsciously, observed the few fundamental laws of salesmanship. The art of literature is the art of capturing the reader's attention and then charming his senses or convincing his mind. And that is salesmanship.

Long ago in ancient Greece, Plato thought out most of the things that are today being hailed as progressive ideas about politics and education. But we moderns would know nothing of Plato but for the fact that, in the way he thought and wrote, Plato was a good salesman. And Socrates can still give pointers to ad writers.

The greatest statesmen have always been good salesmen. For every hour a President spends inside his study "thinking" it over, he must spend two hours outside his study "putting it over." A time comes when pedler and President stand on the same footing. Both must be good salesmen.

And it may be said without irreverence that the triumph of Christianity has been, in a very real sense, a triumph of salesmanship. The Nazarene had no regiments of soldiers behind Him. He employed no press agent; He controlled no syndicate of newspapers; the hillsides of Palestine were not dotted with billboards plastered with His pronouncements. By the sheer force of knowing how to teach, which is just one way of saying salesman-

ship, He captured and has held the attention of the planet.

The salesman is not the high priest of a sordid commercialism; the salesman is the spark plug of civilization.

The advertising man's profession is a profession of dignity, not only because the art of salesmanship with which it deals is so fundamental to civilization, but because it is one of the key posts in the field of business. And business has a significance and dignity we are coming more and more to appreciate.

Most of us at some time have sighed for some more challenging and exciting and socially significant undertaking than the job out of which we are making our bread and butter. This is usually a matter of misplaced halos. It is easy to idealize the more spectacular undertakings of mankind and to under-estimate the significance of the task in hand.

I re-read the other day John Ruskin's essay on "The Roots of Honour." In this essay, Ruskin reminds us that the most materialistic undertakings assume vast social and spiritual significance and send a thrilling challenge to us when we once catch their real meaning.

We are likely to think the merchant's job, for instance, a rather materialistic adventure. I know merchants who regret that the throw of the dice did not make them artists or statesmen. For this army of the discontented, I should like to recall these paragraphs from Ruskin:

"The fact is," says Ruskin, "that people have never had clearly explained to them the true functions of a merchant with respect to other people. Five great intellectual professions, relating to daily necessities of life, have hitherto existed—three exist necessarily, in every civilized nation:

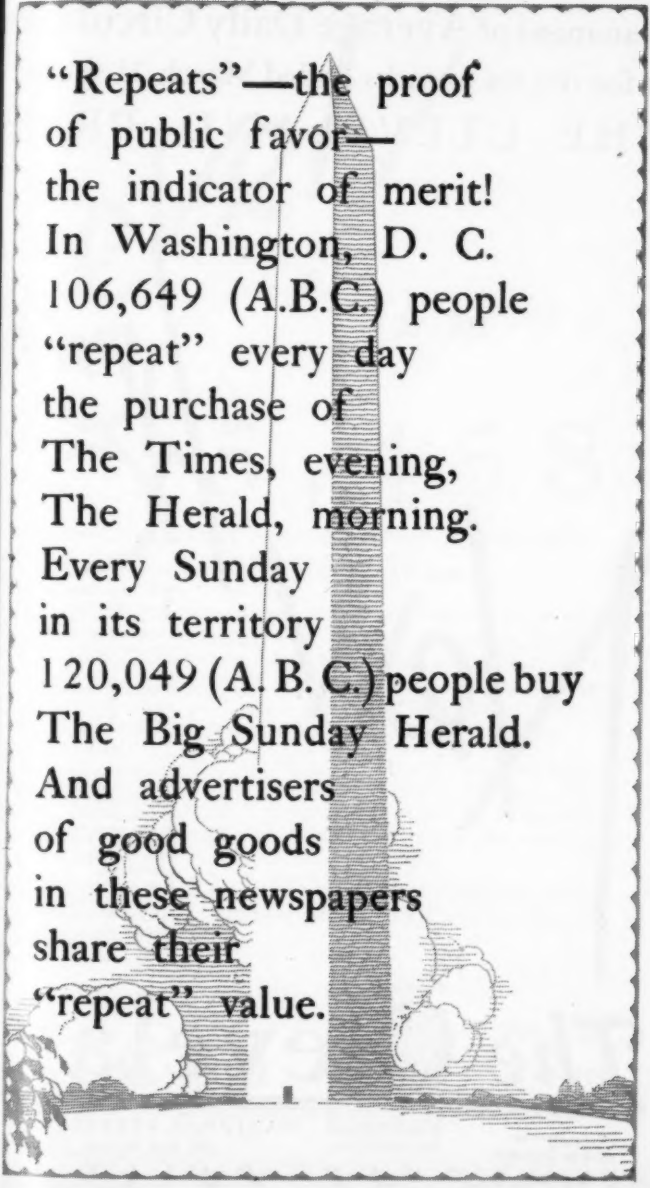
"The soldier's profession is to defend it.

"The pastor's, to teach it.

"The physician's, to keep it in health.

"The lawyer's, to enforce justice in it.

"Repeats"—the proof  
of public favor—  
the indicator of merit!  
In Washington, D. C.  
106,649 (A.B.C.) people  
"repeat" every day  
the purchase of  
The Times, evening,  
The Herald, morning.  
Every Sunday  
in its territory  
120,049 (A. B. C.) people buy  
The Big Sunday Herald.  
And advertisers  
of good goods  
in these newspapers  
share their  
"repeat" value.



Statement of Average Daily Circulation  
for the six months ended March 31 shows  
**THE CLEVELAND PRESS**

at a

*New*

*high*

THIS enormous total circulation—235,458—is the largest ever attained by any daily newspaper in the state of Ohio, an increase of 8,971 new daily subscribers in six months.

**193,110**  
CITY CIRCULATION

The Press has gained 9,351 new city subscribers in the past six months, and now has a coverage of approximately one newspaper for every English-reading family in Cleveland.

82% (193,110) of Press "total" circulation (235,458) is concentrated among the people who live within a car-ride of down-town Cleveland.

**The Cleveland P**

Detroit  
San Francisco

NATIONAL REPRESENTATIVE

250 Park Avenue, New York

**L A R G E S T**

**D A I L Y C**

LIED I  
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2 3 5, 4 5 8

No Circulation Schemes Ever Employed!

Press Circulation is Wanted!

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IN the face of three of the largest newspaper circulation contests in the history of American journalism, despite the fact that one of its contemporaries has combined its circulation with that of the discontinued "Times," The Cleveland Press has again swept forward to new high levels of community interest and reader approval.

Holding true to the sound editorial and business principles that have kept it foremost for nearly 50 years, The Press today has attained the greatest reader-following ever accorded a newspaper in Cleveland or in the state of Ohio.

Proud of its standing in the community! Steadfast in its ideals of a clean, home newspaper, The Press has earned its right to Leadership.

n Press



SCRIPPS-HOWARD

First in  
Cleveland

STAT  
York  
C  
LIED NEWSPAPERS, INC.  
N. Michigan Blvd., Chicago  
CULATION

Seattle  
Los Angeles

IN OHIO



**is vital!**

and the JOURNAL led in the first quarter of 1927—carrying more than 44 per cent of the **total food, grocery and beverage advertising** in all of Portland's newspapers!

Food, Groceries and Beverages  
Linage First Quarter, 1927

JOURNAL . .	225,554
News . . . . .	115,150
Oregonian . . . .	114,422
Telegram . . . .	47,194

**First**—in local, national and total linage in this major classification!

## The JOURNAL Portland-Oregon

**Benjamin & Kentnor Company, Special Representatives**

Chicago—Lake State Bank Bldg.

New York—2 West 45th St.

Philadelphia—1524 Chestnut St.

Los Angeles—401 Van Nuys Bldg.

San Francisco—58 Sutter St.

"The merchant's, to provide for it.

"And the duty of all these men is, on due occasion, to die for it. On due occasion, namely:

"The soldier, rather than leave his post in battle.

"The physician, rather than leave his post in plague.

"The pastor, rather than teach falsehood.

"The lawyer, rather than countenance injustice.

"The merchant—what is his 'due occasion' of death?

"It is the main question for the merchant, as for all of us. For, truly, the man who does not know when to die, does not know how to live."

This, you may say, has the impractical exaltation of the idealist about it. But a few years ago, I saw it framed over the desk of a very matter-of-fact merchant to whom it meant something very real.

At any rate, for the advertising man, a sense of social significance will be attained by enriching his job rather than by escaping from it.

I am more and more convinced that business is one of humanity's most promising instruments for its emancipation; that business, damned and derided as it has often been, is today writing a new Magna Charta for the race.

The old Magna Charta meant the conquest of despotism. The new Magna Charta means the conquest of drudgery. The old Magna Charta was won by the insistence of great mobs. The new Magna Charta may be won by the inventiveness of great manufacturers.

I have just read the first line of the new Magna Charta.

In Henry Ford's new book, "Today and Tomorrow," I find this sentence: "Hard labor is for machines, not for men." Here are eight short and simple words. There are no polished phrases in this brief sentence. And yet, if I mistake not, the germs of a new civilization are hidden in it. There are a hundred unwritten Iliads in it. There is the birthright of a new Shakespeare in it. It is the

charter for new art galleries. It foreshadows a new birth of education. There is unreleased music in it. It is a sort of secular "Let there be light" for a new kind of world.

I know that all this has a moonlight and madness sound. But I think I am talking sober sense. The flowerings of literature and art and music, all of the things that give grace and distinction to life, sink their roots in the soil of economics. I do not mean to say that riches and luxury are necessarily the parents either of art or of happiness. My contention is simpler than that—and truer. Poverty has spurred many men to great art and great achievement. Drudgery has no such claims to enter. Poverty prods men. Drudgery poisons men.

And the emancipation of mankind from drudgery can come only through the further and finer development of the much-abused machine civilization that is coming out of our factories. Up-to-date machine civilization has much to its discredit. It has subjected men, very often, to a new and more terrible drudgery of soul-killing speed of work. Its savings have not always gone back into the improvement of its service. It has sometimes pursued the short-sighted business policy of paying its men the least they will stand for and charging its customers the most they will stand for.

But these are sins of a pioneer period. These sins will, in time, disappear from the great centers of a machine civilization, not because manufacturers will suddenly receive a sort of baptism of brotherly love, but because it will become plain that such sins are bad business.

And then the great function of a machine civilization will appear. Its end and aim is the emancipation of mankind from drudgery through a shifting of the burden of drudgery from the backs of men to the backs of machines, and the guarantee to mankind of enough leisure in which to adventure among things of the mind and the

(Continued on page 150)

# One Good Jobber Is Worth Three Poor Ones

More Light on the "Are There Too Many Jobbers" Question, with a Suggested Formula for Manufacturers

By A. H. Deute

"I'M doing about \$4,000 a month total business, and I divide it up among six jobbers," a retail grocer explained to me recently. "I ought not to put it just that way," he corrected himself. "I really ought to say that I divide the business among six jobbing salesmen. I'd be better off if I gave it all to a couple of them and let it go at that. But then you know how it is. All six of those men call on me regularly. And you've got to give a man a little something when he keeps dropping in on you every week, and sometimes twice a week.

"Some one of these days I'm going to be cold-blooded enough to shut down and confine myself to two houses, but so far I haven't had the spunk to do it. You hate to tell a man who calls on you that you are all through buying of him and his house. But that's the trouble with all of us. We're buying from too many people and too many people are trying to sell us. Just stop to figure the expense that all six of those houses are up against. Six salesmen are calling on me. Six jobbers are sending their trucks to make deliveries that are not a third as big as they ought to be.

"In short, it is pretty safe to say that there is three times as much money going into the cost of doing business in this particular market, because what is happening in my store is happening in all the other stores in this section. It just means that there is an enormous amount of money going into non-essential competition. And in the long run the consumer is not being served as economically as possible, and maybe right there lies an answer to the problem of what is the matter with the jobber. I guess there is nothing the matter with the jobber except that instead

of competition being the life of trade, competition is, in some sections, choking trade."

In a recent issue of "Groceries," there appeared an interesting article which quotes F. F. Freeman, secretary of the Oklahoma Wholesale Grocers Association, as follows:

The wholesale grocery business is over-extended and over-manned and there is much waste from duplication of effort—too many salesmen after the same order and too much merchandise being carried in stock in most all jobbing towns. In Oklahoma we have about 125 wholesale grocery houses, employing a total of about 500 salesmen. If by mergers, consolidations and sell-outs the number could be reduced to about seventy-five houses with about 350 salesmen there would be enormous savings in expenses, and at the same time the public could be served as efficiently. Wholesale grocers in the Eastern cities are consolidating. Why not in Oklahoma? Consolidation is in the air. The food manufacturing interests are consolidating, so are the chain stores and mail-order houses, also railroads and banks.

Now, undoubtedly, the general trend is toward consolidation in the wholesaling business. That is just as obvious as was the trend toward over-expansion not so many years ago. And the diseases inside the industry which followed over-expansion brought about, in logical sequence, the establishment of chain stores, because of the development of a great weakness in the methods and costs of distribution. The chain store is an effect, not a primary cause. It, in turn, is bringing about a marketing situation which obliges the wholesale industry to get upon a more economical basis, and the natural trend now is toward a doubling up where it is plain that such a move will bring about lowered costs.

As a problem it, like so many other problems, is helping to solve itself. But of especial interest to



# What do you mean- Circulation?

**I**f you mean "Home Delivered," i. e., circulation which is taken to the home by a paid employe of the newspaper—**The Los Angeles Evening Herald has it.** *There are more Evening Heralds delivered to Los Angeles homes by official and independent carriers than any other daily newspaper in Los Angeles.*

If you mean "Street and News Stand," i. e., papers sold on the streets and at the news stands for cash every day—**The Evening Herald has it.** *There are more Evening Heralds sold on the streets and newstands than any other Los Angeles daily newspaper—and far more than both other evening papers combined.*

If you just mean "Total Net Paid"—**The Evening Herald has it,**—the largest daily circulation of any newspaper, not only in Los Angeles, but west of the Missouri River.

*and these statements are based upon  
the government statement for the  
six months ending March 31, 1927.*

*There's No Question About It! In Los Angeles Use The*

## LOS ANGELES EVENING HERALD

### Representatives

San Francisco  
A. J. NORRIS HILL,  
610 Hearst Bldg.

Chicago  
JOHN H. LEDERER,  
910 Hearst Bldg.

New York  
HERBERT W. MOLONEY,  
604 Times Bldg.

the national manufacturer and the national advertiser is the influence upon marketing for which this trend in jobbing is responsible.

The great problem of the manufacturer at this moment is that of effecting good, thorough distribution at a greatly lowered cost, so that he can put more thought and effort into teaching the consumer the desirability of his goods and at the same time hold down the cost of stocking the retailer. So long as the wholesaler and his salesmen are either unable or unwilling to actually undertake to do brand building, so long it is necessary for the manufacturer to do the job with his own men and at his own expense. And that job must be done not merely in spite of the fact that he is doing a good job advertising to the consumer, but actually because of that fact. The manufacturer cannot afford to jeopardize his trade position with the consuming public by letting his dealer distribution sag. So we find the manufacturer obliged to spend larger and larger sums per year or per unit in the costly undertaking of holding his distribution intact.

That creates a spread between the actual cost of production and the price which the manufacturer must charge which becomes so great that it leaves an economic weak spot which all too often works to the disadvantage of the national advertiser and his nationally advertised line and in favor of the "off-brand," the unknown brand, which is simply a manufactured article sold on the basis of price and price only. In other words, there is thus brought about a condition in which the well-advertised, well-distributed piece of merchandise is asked to bear a consumer selling price which is economically unsound in competition with the unknown, unbranded, "wildcat" article. That is the problem which the manufacturer must face and is facing at this time and which he is undertaking to solve.

Now, if in the trend of jobbing from mere order-taking, from merely a fighting for orders of merchandise, is going to be to-

ward a lessening of this sort of competition and a resulting trend toward actual selling and salesmanship and brand building on the part of the wholesale distributor, then there promises to be relief for the national advertiser and his lines; an opportunity for better profits by the wholesaler as he becomes a seller and a brand builder instead of merely a hander out of merchandise. At the same time the consumer will find it possible to get established, known, advertised brands of goods at prices not out of line with the unknown, off-brand. In other words, national advertising and national distribution will not place a burden upon the product so distributed and so advertised which will react against it and in favor of the off-brand.

It is in this general trend that there seems to lie the best possible opportunity for development on the part of the jobber and at the same time a solution of the problem of the high cost of missionary selling which confronts the manufacturer.

This appears to be especially opportune for the smaller manufacturer who is unable to make the necessary investment of organizing and equipping and carrying on a force of missionary men to get and maintain any sort of good distribution. For example, there is, not far from New York, a concern making a new food product of unique interest and really unusual merit. But it is a small business, with only enough capital to permit it barely to struggle along. It will, no doubt, have to struggle along for several years before it can feel that it is really on its feet. But in the process of getting properly established, it most surely has to push actively the sale of its product. It is requiring and will continue to require every possible cent placed in good consumer advertising.

It is entirely out of the question for this small firm to undertake to keep in the field a force of missionary men necessary to develop and maintain retail distribution.

The only possible hope for this

Inc.,

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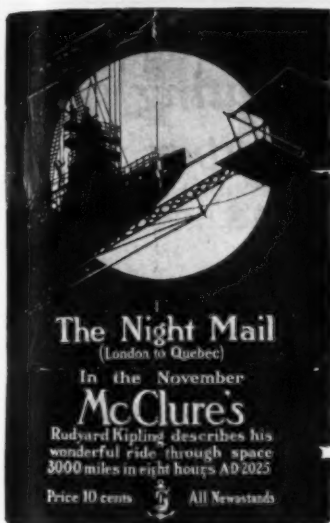
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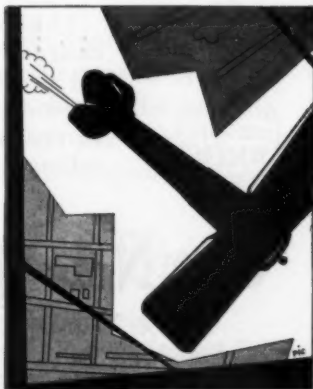
Twenty years ago Rudyard Kipling described the imaginary trip of an Air Mail Packet from London to Quebec, and we prepared the advertising to sell the story to the magazine reading public.

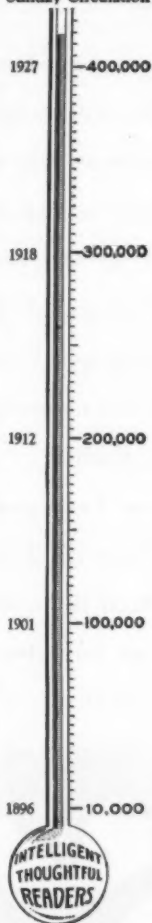
Today the ships of the Colonial Air Transport, Inc., under the presidency of Major General John F. O'Ryan, have flown over one hundred thousand miles without a forced landing, and we have been asked to prepare advertising for this service.

When flying was fiction, we advertised the fiction. And now flying has become a fact, we advertise the fact.

**CALKINS &  
HOLDEN, INC.**

247 PARK AVE • NEW YORK



Average Daily and  
Sunday Circulation

## Vindicating Newspaper Readers

**T**HE STEADY, continuing growth of the circulation of The New York Times is a vindication of the newspaper reading public; and an answer to the question, "Is this a jazz age also for newspapers?"

The increasing circulation of The Times, strictly a newspaper, is a complete refutation of pessimists who think that there is a diminishing interest in worthwhile news and that there is no large clientele for accurate, full information of what is going on in the world.

The New York Times is designed for intelligent, thoughtful people—a newspaper with dependable news, impartial and non-partisan, surpassing and excelling all others.

# The New York Times

"All the News That's Fit to Print"

Newsdealers cannot return unsold copies of The New York Times

# 414,990

*Average Daily and Sunday Sale—a new high record for The New York Times*

**T**HIS total of 414,990 has never been equaled or approached by a newspaper of quality circulation, morning or evening, in the City of New York, or anywhere else in the world.

## NET PAID SALE AVERAGE (Daily and Sunday)

as Reported to the Post Office Department March 31, 1927

Average for six months ended March 31, 1927 - 414,990

Average for six months ended March 31, 1926 - 392,695

Average daily and Sunday gain in one year - 22,295

	Daily Average	Sunday Average
Net paid sale - - - -	375,249	653,437
Gain over average of preceding year, *18,778		*43,396

\*Of the gain in the daily sale 83 per cent., or 15,570 copies, was in New York City and suburbs; of the gain in the Sunday sale 72 per cent., or 31,210 copies, was in city and suburbs.

# The New York Times

"All the News That's Fit to Print"

*Newsdealers cannot return unsold copies of The New York Times*

business, and the many others like it, is that it can find jobbers who are more than handlers of merchandise; who can actually sell the line. Such an undertaking is really within the scope of logical jobbing operations, and yet for many a jobber in business at the present time it is decidedly a novel undertaking to really take it upon himself to introduce a piece of merchandise, getting distribution, teaching the dealer how to sell, holding the line in the stores and working in active co-operation with the manufacturer who in turn is putting his money into consumer advertising.

Of course, the jobber who goes to the extent of actually doing this introductory work and brand building and absorbing the expense which otherwise the manufacturer must bear, is entitled to a definitely assured future so far as that piece of goods is concerned.

#### WHY PROTECTION IS DEMANDED

That is why one finds, all over the country, that the jobber who is able and willing to do this sort of sales work insists upon definite protection in his own territory. It is only right and fair to the jobber that he insist upon such protection and only wise on the part of the manufacturer that he work out a definite and mutually fair arrangement which can protect the jobber over a period of time.

It is interesting to note the way this is working out in the case of certain jobbers who are pioneering this sort of selling in conjunction with manufacturers. One such firm which comes to mind is the Black Hills Mercantile Company, of Deadwood, S. Dak. The Black Hills section is a small but very good market. But from the standpoint of missionary selling it is practically prohibitive.

Arthur Wolf, manager of this company, said to me: "We operate in a restricted section. We cannot do the business we should do if we are going to be content with merely taking orders. We can sell goods, and we must sell goods, and we actually do sell goods. But for a jobber to really

sell goods, he must push one line practically to the exclusion of competing lines. He can't honestly push the sale of a half dozen brands of sardines, for example. If he puts the same effort behind six lines, then he isn't really pushing any line. So it follows that if we are going to really try to sell goods instead of just job goods, that we must have a certain brand and make a real constructive effort to sell that brand. That means that we and our men must learn such a brand and put a great deal of time into building it up.

"It is only sensible for the jobber to have a mighty clear understanding in advance with that manufacturer as to what is going to happen when the business has been built up in that territory. Is the jobber going to have proper assurance that he can enjoy later on the profits accruing from his expensive initial investment when he built up the brand for the manufacturer? Or is he going to run the risk of having the manufacturer say: 'Well, we've changed our policy. We're no longer going to work through one distributor. We're going to sell to everybody!' So far as the manufacturer is concerned, he knows that the longer his brand is in a given market, the safer he is. His name appears on the package and the consuming public cannot be expected to take any special interest in how it is distributed, so long as it gets to the customer at a right price. The retailer cannot greatly concern himself with who distributes the product if there is demand for it and he feels he must handle it. It follows that the harder the jobber works and the more successful he is, the more precarious is his future with that line unless there be a very definite and mutually safe arrangement between the man who makes the product and the man who is being asked to build up the brand strength."

One of the older Pacific Coast jobbers said to me a year or so ago: "When you get right down to the bottom of the question, the manufacturer has been largely responsible for the high cost of mis-

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GEORGE

# Can you answer *these?*

Sometimes the fallibility of an advertising stunt can be better shown by a stunt. With any advertiser who can correctly answer the following questions, George Batten Company, Inc., will gladly discuss the relative value of different advertising appeals.

- 1 What was advertised by the huge electric sign atop of Broadway and 38th Street portraying a scene in which plunging steeds drew swaying chariots?
- 2 a—What confection was advertised by seven hooded figures and referred to as the Seven Point—?  
b—What was the mysterious seventh point?
- 3 What pen was offered as "A regular Camel for Ink?"
- 4 What caused the "Smile that won't come off"?
- 5 What does "Spotless Town" advertise?
- 6 a—What name was secured for a flashlight in the \$12,000 prize contest?  
b—Is the flashlight now advertised under the prize-winning name?
- 7 Of what was it said, "Jones, he pays the freight"?

*The correct answers will be found on the next page*

# Were these your answers?

- 1 Not Ben Hur. The sign advertised the Rice Leaders of the World. Across the running band of lights flashed such names as Lowney's Chocolates, Waterman's Fountain Pens, Chalmers Porosknit Underwear, etc., etc.
- 2 a—Sterling Gum.  
b—The gum the sun brought out.
- 3 The Dunn Pen.
- 4 Force.
- 5 Sapolio.
- 6 a—Daylo.  
b—No.
- 7 The scales made and sold by Jones of Binghamton, Inc.

GEORGE BATTEN COMPANY, INC.

*Advertising*



GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

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sionary selling and also for the great number of jobbers who have come into the field. Today you have the manufacturer complaining about both these things, and yet any man who has been in the jobbing business for as short a time as twenty-five years can lay his hands on any number of instances which prove this assertion.

"Not long ago I was listening to a manufacturer tell a group of us that there were too many of us. But I also remember that only a few years ago, when one of our present number was merely a commission merchant handling one line of canned goods, that same manufacturer went to him and showed him how it would help him sell that canned goods specially if he would take on that manufacturer's line and make it a leader sold at a very close margin. All too often the insolvent jobber who neither makes money for himself nor renders a necessary and essential service is the child of the over-anxious manufacturer."

The object of this article is not to make a case either for or against the jobber, but to try to find out one way in which some manufacturers can distribute more economically. And possibly in such an analysis of the difficulties of the past a formula may be found.

It is not reasonable to assume that a single formula will fit all cases and all manufacturers and all lines, but it does seem feasible to pick out certain outstanding facts of past and present distribution and establish a working formula which is more than apt to be economically sound over a period of years.

And this seems to be one such formula:

1. To secure adequate distribution it is wiser to entrust the line to one jobber who really can and will actually sell the product than merely to throw it among several jobbers, none of whom can take any personal interest in it.

2. To actually get sincere and sustained effort from a jobber over the period of time necessary

properly to launch a product, it is only right and fair that that jobber be secured in the future of the line if his efforts result in the establishment of the product in the consumer market.

Or, as one jobber in Sacramento, Calif., said not long ago: "I'll work with a manufacturer if the manufacturer will work with me, but I want the boss of the manufacturing concern really to know what co-operation and service means and be willing to contribute his share of co-operation and service. Show me a manufacturer who really tries to see how much co-operation he can give instead of seeing how much he can get, and his cost to sell will go down."

### A. G. Taylor Heads Executive Training Association

Arthur G. Taylor, formerly vice-president and sales manager of the National Salesmen's Training Association, Chicago, has been elected president of the Executive Training Association of that city which gives sales, executive and accountancy training.

### W. R. Roach & Company Appoint Grace & Holliday

W. R. Roach & Company, Grand Rapids, Mich., packers of Hart Brand canned vegetables and fruits, have appointed Grace & Holliday, Detroit advertising agency, to direct their advertising account. A national campaign has been planned to start at once.

### Machinery Account with Philadelphia Agency

The Cresson-Morris Company, Philadelphia, manufacturer of the 20th Century Woodworker, has appointed the Robert H. Dippy Advertising Agency, of that city as advertising counselor. Business papers and direct mail will be used.

### Tung-Sol Lamp Works Report Net Profit

The Tung-Sol Lamp Works, Newark, N. J., Tung-Sol automotive electric bulbs, report a net profit for the year ended December 31, 1926, of \$709,628, after charges and Federal taxes, against \$652,768 in 1925.

### Joins Philadelphia Agency

Richard Fielding, formerly with the lighting sales department of the Philadelphia Electric Company, is now associated with John Falkner Arndt & Company, advertising agency, Philadelphia.

# How Long Should the Same Sample Offer Be Advertised?

Wheatena, Glyco-Thymoline, Edgeworth Tobacco and Other National Advertisers Give Their Views

By Norman Lewis

Vice-President, Chappelow Advertising Co.

**S**UPPOSE you manufactured a tooth-paste, and in your national magazine advertising on that paste you featured a sample offer—say a tube containing a week's supply free of charge. Suppose, further, that you had been featuring this identical sample offer, without change, for two or three years, and had been getting what seemed to be fair results.

Should you keep on with the offer indefinitely, or should you change—maybe offering a little larger tube and charging four cents for it? Or maybe you already charge, but feel that greater and better returns would be secured through an absolutely free offer. Is it all right to switch from one kind of sample offer to another? What have other advertisers done in like circumstances? What are the principles which underlie these and similar problems in sampling?

Well, to begin with, let's see exactly what other advertisers have done. Here are the February and March, 1927, issues of a leading women's magazine. Let's make a list of every advertiser who offers a sample.

Now let's go to the file and get the corresponding issues of the same magazine—February and March—for 1924. That's three years back, and three years is quite a long time as advertising history and progress go.

We'll make a similar list of advertisers in these two 1924 issues; then we'll check one list against the other. What do we find? There were exactly sixteen firms advertising a sample back in 1924, which are in that same magazine with a sample offer today.

Six of these advertisers, in both 1924 and 1927, offered their samples *free*. Four, in both years,

*charged* for the samples. Three have changed from free to "charged for" samples. Three who did charge before now offer them free.

Here is a synopsis of the sample offers of the sixteen advertisers:

Product	1924	1927
Aunt Jemima's Pancake Flour .....	6¢	10¢
Cutex .....	10¢	10¢
Daggett & Ramsdell's Toilet Creams .....	Free	Free
Fels Naptha Soap .....	2¢	Free
Jergen's Lotion .....	Free	6¢
Nujol .....	Free	10¢
Pebeco Tooth Paste .....	Free	Free
Pepsodent Tooth Paste .....	Free	Free
Pompeian Toilet Creams .....	10¢	10¢
Pond's Toilet Creams .....	10¢	Free
S. O. S. Cleaner .....	Free	10¢
Stacomb .....	Free	Free
Sterco Bouillon Cubes .....	10¢	Free
Three-in-One Oil .....	Free	Free
Wheatena .....	Free	Free
Woodbury's Facial Soap .....	10¢	10¢

The February, 1924, issue of this magazine, with 222 pages, contained a total of twenty-eight advertisements featuring samples—twelve free, sixteen charged for. The February, 1927, issue (218 pages) had thirty-eight sample offers—eighteen free and twenty charged for. The March, 1924, issue, with 222 pages, had twenty-eight offers—fourteen free and fourteen charged for. March, 1927 (256 pages), had forty-seven offers—thirty free and seventeen charged for.

What conclusions, if any, can be drawn from these figures? First of all, it seems to me that there is no marked tendency, on the part of leading national advertisers as a whole, toward either standing pat on the terms of the sample offer, or toward changing them. Ten of the seventeen advertisers still feature their 1924 offers. Six have changed. But that isn't much difference. It appears to the writer that, regardless

of whether you offer your sample free or charge for it—if the returns over an extensive period (one to three years or more) improve as time goes on, or even stay on a dead level—you will do well to stick to that offer.

If, on the other hand, it seems to be a case of diminishing returns, month after month, then possibly you had better revise the sample offer in some way, or at least revise your copy appeal which plays up that sample. Maybe the copy, rather than the sample offer itself, is to blame for poor results. Or, paradoxically, maybe a falling off in direct inquiries for a sample indicates a very healthy sales condition, as one large advertiser contends (and to which I will refer later).

Another conclusion to be drawn is one which I have indicated in previous articles,\* namely, that for every fifty national advertisers who charge for their samples, there are fifty others who offer theirs free. This "fifty-fifty" ratio seems to have applied in 1924, just as it does today.

#### SAMPLE OFFERS ARE INCREASING

Third, and this is important, the percentage of advertisers who feature a sample offer of some kind is considerably greater now than it was three years ago. It means that more and more magazine advertisers of all kinds of products are realizing the various advantages which the sample offer provides.

Just why do some advertisers change their sample offers? Why do others stand pat? What are their views on this and similar phases of sampling? I wrote to a considerable number of magazine advertisers, including some of the sixteen listed in this article.

One of the questions asked was this: "Does your percentage of replies per thousand circulation go higher or lower with each passing year, or does it stay about the same?" To this question, Larus & Brother Co., manufacturer of

Edgeworth tobacco (this is the case to which I said I would refer again), gives this interesting answer: "We keep a record of the replies produced by each magazine (their sample is free), but do not judge these replies by their cost per 1,000 circulation, as we figure that the more perfect distribution we get in any particular territory, the less number of direct replies will come in from that territory, because consumers will be buying our products from the store rather than sending in for samples."

An important observation, that. It means that there is at least a possibility of the success of a product being reflected in the *diminishing* rather than the *increasing* of direct inquiries. In other words, the fewer the requests for samples, the more people are buying the product in stores. Better not change your sample offer *only* because replies are falling off. First study the relation of replies to sales.

One of the best known toothpaste manufacturers, who offers his sample free, writes: "We have always included a free sample offer in our advertisements since the company began. The relation of replies to circulation varies somewhat from the very early days, but there has been very little variation during the last few years."

The Wheatena Company, which offers its sample free, says: "We have been making this offer since 1923, and the demand for samples has gradually grown till last year we put out over 100,000 through the mail.

"There has never been a charge for these samples, and the size sample we send out we do not believe would warrant making a charge."

Another leading breakfast food manufacturer has been featuring a sample offer for about three years. At the beginning the sample was charged for, but later the company decided that its particular objects were better served by switching to a free sample. As a result, it says: "We have found that the number of replies to our advertisements has a tendency to

\*"Should Samples Be Offered Free in the Advertising?" July 8, 1926.

"Why We Charge for Samples." Jan. 27, 1927.

# When the Sales Manager visits Boston

**SOME** sales managers keep a weather eye constantly on the Boston territory.

"This is a difficult market," the local distributor explains in response to inquiries, "difficult to sell, difficult to advertise in."

So the sales manager decides to go and see for himself. What does he find?

**I**N the Boston territory, within a 12-mile radius of City Hall, live 1,567,000 people, the greatest concentration of people in New England. Within this 12-mile area is the greatest concentration of grocery, hardware, drug, dry goods and furniture stores, auto dealers and garages.

Here the Clearing House Parcel Delivery, jointly employed by Boston's department stores, confines its deliveries entirely to this 12-mile area. And 74 per cent of *all* deliveries by these same stores are made in this area. A clearly defined market.

To cover this key market successfully requires an advertising medium whose circulation in large

part parallels this 12-mile Parcel Delivery Area. The Globe fills this need exactly. Here the Globe has the largest Sunday circulation of any Boston newspaper, while the circulation of the Daily Globe exceeds that of Sunday. Uniform seven-day concentration!

**B**OSTON'S keenest merchandisers—the department stores—recognize the Globe's dominating position in this market by using more space in the Daily Globe than in any other daily paper. And the Sunday Globe carries as much department store advertising as the other three Sunday newspapers combined!

What are the reasons for this leadership? The Globe, making no appeal to race, creed or political affiliation, enjoys the whole-hearted support of *all classes*.

In general news, editorials and sports, the Globe's independence has won the approval of men. And its widely-known Household Department makes the Globe the daily counsellor and guide of New England women.

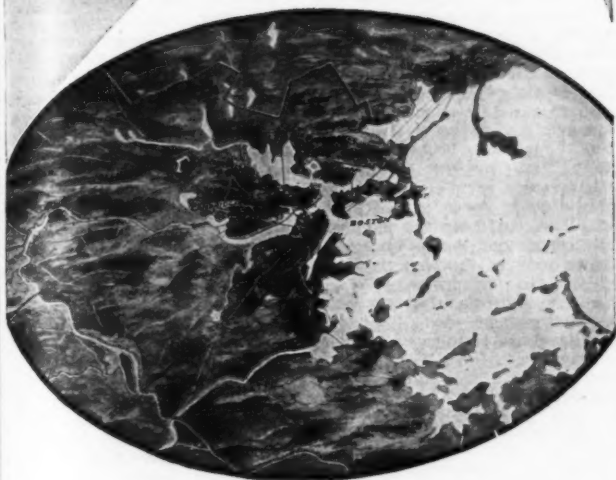
To put your advertising message before the people who make up Boston's Key Market you must use the Globe first.

## The Boston *The Globe*

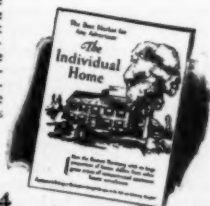
Audited net paid circulation year ending March 31, 1926

Out of Boston's  
total trading territory this  
12-mile area contains:

- 74% of all department store  
package deliveries
- 61% of all grocery stores
- 60% of all hardware stores
- 57% of all drug stores
- 57% of all dry goods stores
- 55% of all furniture stores
- 46% of all auto dealers and  
garages



Our booklet "The  
Individual Home  
—the best market  
for any adver-  
tiser" will give  
you a new view-  
point on the Bos-  
ton market. Write  
on your business  
letterhead.



**Globe**  
sells *Boston*

Daily 278,988 .... Sunday 325,324

increase somewhat each year, and so far as we can see at the present time, we shall continue to offer the sample free."

A manufacturer of a proprietary article formerly charged 10 cents for a sample. About two years ago he changed over to the free sample, "to make it easier," he says, "for prospective customers to get acquainted with our product." He also states that his percentage of replies goes higher all the time, and that the number of inquiries is twice as large as when he had the 10 cent charge.

On the other hand, the Kress & Owen Co., manufacturer of Glyco-Thymoline, has changed from the free to the charged-for sample. It writes: "When we first advertised in national magazines, we offered a trial bottle free, and we received a large number of replies. But it was very evident that many of these were from little children and people whom we decided in our own minds were not particularly good material as prospective buyers; hence, after a year's trial, we discontinued it, and offered a sample for the sum of 10 cents to cover cost of mailing. This cut down the inquiries fully 50 per cent, but in our opinion we received the requests from a better class of prospects."

A tooth paste manufacturer feels exactly the same way. This concern has been featuring a sample in magazines since 1921. Originally it was a free offer. Commencing January 1, 1926, it changed the offer to a 2-cent charge for the same sample. As a result, the company says: "We eliminated over 40 per cent of our inquiries, but believe that this 40 per cent consisted largely of children and irresponsible inquiries. The present basis gives evidence of remaining fairly consistent per thousand circulation. We intend to continue this sample offer indefinitely."

An advertiser of cosmetics is somewhat on the fence. He writes: "We are charging for a sample of ——— simply because the samples are expensive. The offer of a free sample brings more inquiries, but we fear they come from people who lack serious in-

tent. We are trying to compare the results. The man who handles our advertising believes in free samples, offered without restriction. But we are trying to make a comparison, and are not at this writing able to decide."

A face powder manufacturer admits that sampling is still considerable of a problem. "Sampling of any kind," he says, "doesn't seem to bring the direct returns it formerly did. As to whether it pays as well, I don't know. Our business is good. I believe there is considerable waste in sampling, but don't know how to avoid some of it. (He offers his sample free.) I don't believe there is much waste in a sample purchased, but you can't get out nearly so many that way."

A letter from the vice-president of one of the largest food product concerns in the country (my, but I wish I could mention this name!) is unusually interesting, and throws considerable light upon the whole problem of sampling. I shall conclude with excerpts from his letter:

"As far as I am able to ascertain, this company has never made a charge for its samples.

"We believe in offering samples in our publication advertising because, in our opinion, it is the best way to get samples into the hands of interested people. House-to-house sampling is very expensive, and in connection with products that run into a considerable amount of money it is our belief that sampling through publication advertising is the most economical and effective procedure.

"Another reason for offering samples in our publication advertising is the probable fact that the offer adds to the effectiveness of the advertising. We believe that an advertisement that encourages immediate action of some sort on the part of the consumer is a better advertisement than that which leaves the consumer to act only when she goes to the store.

"We also offer samples in our magazine advertising on ——— and ———. We do not, however, put this offer in a coupon because the necessity of sampling on

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these universally used products is not great. The offer appears, however, in the body of the advertisement and will continue to appear, because we like to create in the mind of the reader that confidence which is likely to result from our offer of a sample to prove to the consumer those things that we claim for the products. Samples of — and — are not offered in our newspaper advertising because the products are universally distributed, and any interested consumer can translate her interest into action at once in the local retail store.

"The number of coupons received from our magazine advertising, per thousand circulation, in our experience varies with the effectiveness of the individual advertisements and not with the period of time during which the samples have been offered. When one selling appeal begins to attract a decreasing number of sample requests, we immediately change our appeal, and we have found that such a change invariably brings sample requests back to normal. In other words, we think that the nature of the advertising appeal has a great deal more to do with the number of returns received than the period during which the returns have been offered."

### Joins "National Sportsman" and "Hunting and Fishing"

Ben Hevenor, for the last eighteen years with the advertising sales department of the Ware Brothers Company, Philadelphia, has joined *National Sportsman* and *Hunting and Fishing*, Boston, as New York representative.

### American Chain Net Earnings Increase

The American Chain Company, Inc., Bridgeport, Conn., and subsidiaries Need chains, etc., report net earnings of \$2,414,891 for the year ended December 31, 1926. This compares with net earnings of \$2,382,863 in 1925, and \$1,319,299 in 1924.

### "The Rotarian" Appoints R. P. Smith

Robert P. Smith has been appointed *The Rotarian*, Chicago, as advertising representative for Ohio, Indiana and Lower Michigan, with the exception of Detroit.

## Getting Facts for Speeches

BREINIG BROTHERS, INC.  
HOBOKEN, N. J.

Editor of *PRINTERS' INK*:

It is my understanding that several articles have been printed recently in your publication regarding "Hand to Mouth Buying" the same dealing with the subject pro and con.

As I am called upon to discuss this subject at a meeting of sales managers of the paint and varnish industry, I would appreciate receiving copies of any articles which you may have on file, in order that I may secure therefrom the trend of general opinion.

G. M. BREINIG,  
Vice-President.

WHEN business men are asked to talk before conventions or other meetings on certain business topics, they are often in need of material and incidents.

Many executives, such as Mr. Breinig, have found that *PRINTERS' INK* is usually in a position to furnish references to articles as well as clippings of specific articles which have to do with the subject in question.

It was possible for *PRINTERS' INK* to send Mr. Breinig clippings of eight articles that appeared in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* on various phases of the hand-to-mouth buying situation. From a reading of these articles it is possible to see what the situation is and what manufacturers are doing to cope with it. —[Ed. *PRINTERS' INK*.]

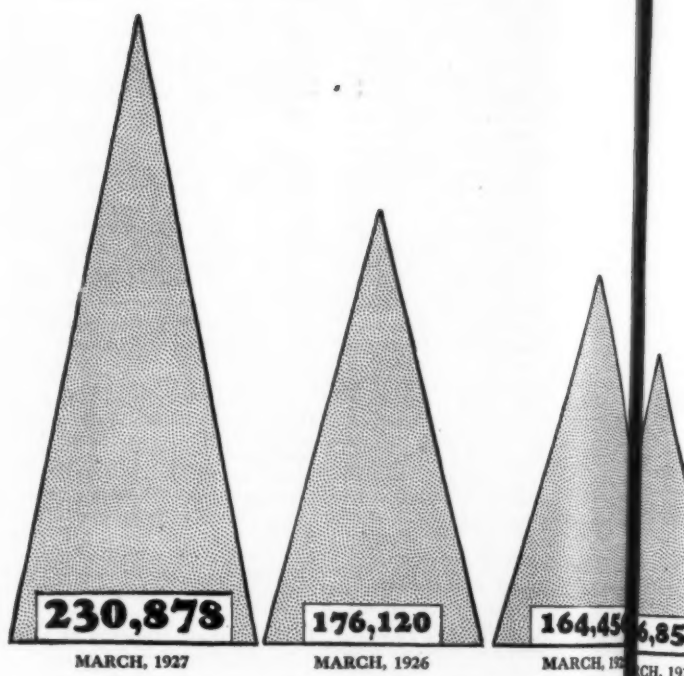
### C. H. Taylor Honored by Gift to Confederate Museum

The table upon which General U. S. Grant and General Robert E. Lee signed the terms of the latter's surrender which brought the Civil War to a close, has been presented by John Stewart Bryan, publisher of the *Richmond, Va., News-Leader* and president of the American Newspaper Publishers' Association, to the Confederate Museum at Richmond, in honor of Charles H. Taylor, publisher of the *Boston Globe*.

### Parker-Kalon Corporation Appoints Rickard Agency

The Parker-Kalon Corporation, New York, manufacturer of hardened self-tapping sheet metal screws and hardened metallic drive screws, has appointed Rickard and Company, Inc., New York advertising agency, to direct its advertising account.





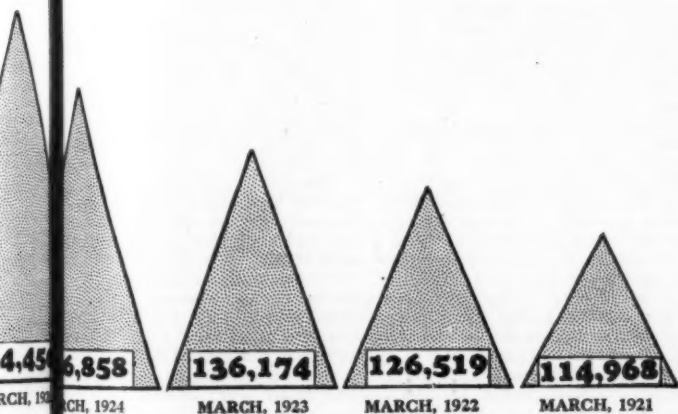
## DES MOINES REGISTER

This is the largest daily newspaper circulation between the Mississippi River and the Rocky Mountains with the exception of Kansas City and St. Louis.

I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Des Moines, Iowa; J. H. St. Louis, St. Louis, Mo.



*Growth of the  
Newspaper  
Iowa Depends Upon*



**STANDARD TRIBUNE-CAPITAL**

A new detailed statement showing daily and Sunday circulation by counties, cities and towns in Iowa has just been printed in booklet form. Ask your representative or write for your copy.

St. Louis; R. J. Bidwell Co., San Francisco, Los Angeles, Seattle

## Atlantic States Shippers Report on Business Outlook

Washington Bureau  
of PRINTERS' INK

**C**ONTRIBUTIONS of valuable information to business were made during the meeting of the Atlantic States Shippers Advisory Board in Washington on Tuesday of last week. The board is one of fourteen similar organizations of shippers throughout the country, which were formed to furnish a means of co-operation between shippers and the railroads, for the purpose of solving the common problems affecting transportation. The meetings were attended by more than 600 representatives of shipping concerns and organizations and railroads, also by a number of Government officials and representatives of foreign Governments which are interested in the working out of similar co-operative plans.

W. J. L. Banham, general chairman of the Advisory Board and general traffic manager of the Otis Elevator Company, said that the organization of the board three years ago resulted from a decision by the buyers and sellers of transportation to sit down together and straighten out their own problems. He added that during the three years every complaint brought up had been settled to the satisfaction of all parties concerned.

There were approximately forty industries represented at the meeting, and about 50 per cent of them reported an estimated increase of business for the next three months over the same period of last year. The increases ranged from 2½ per cent to 25 per cent in transportation requirements. The industries anticipating increased requirements produce automotive parts; brass, copper and bronze; confectionery goods; crushed stone; canned goods; cordage; fertilizers; textiles; glass containers; machinery; paper; lime and gypsum; leather; roofing materials; rubber; tobacco and paint.

The report of the automobile parts committee indicated that the

requirements of the Atlantic States territory would include 5,924 cars for April, May and June, an increase of 12 per cent. In the shipment of brick, a decrease of from 5 to 10 per cent, as compared with the second quarter of 1926, is indicated, and the brick committee, according to its report, found that too heavy stocks are being held in reserve at producing plants, and that there is still too heavy a production maintained.

In regard to canned goods and preserves, the committee on the subject found that while there is a possible increase of about 5 per cent indicated, "There is a considerable surplus on hand, which must be moved before new packing begins." There is a general feeling in the confectionery industry that 1927 will show a decided improvement in the business, according to the confectionery committee report. An increase of 20 per cent in the carload movement is anticipated in the territory this year, because of favorable carload commodity rates granted during the last few months. The report continues:

"General conditions in the Eastern confectionery industry are maintaining their seasonable average and all branches of the business appear to be participating in the commercial and industrial prosperity of the country. Smaller production is being urged in some quarters, until such time as consumption has materially increased. A national advertising campaign is now under way. The purpose of this campaign is educational, and intended to bring home the fact that candy is a food."

The various committees concerned reported regarding the transportation requirements of their several products for April, May and June, as follows: For lime, an increase of 5 per cent; for clay and clay products, a decrease of approximately 10 per cent; for chemicals about the same as last year; for cordage, about 15 per cent increase over last year; electrical machinery and appliances about the same as last year; glass containers, an increase of 5 per cent; leather, an

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increase of 17 per cent; tanning materials, an increase of about 25 per cent; iron and steel, slight increases are hoped for; paints, oils and varnishes, an increase of 5 per cent; petroleum and petroleum products, an increase of 10 to 15 per cent; roofing materials, a possible increase of 5 to 10 per cent; crude rubber and automobile tires, an increase of 10 per cent; slate, a decrease of 5 to 10 per cent; tobacco (leaf, and excluding leaf tobacco shipping district of New York State), an increase of about 5 per cent.

The report of the cement committee states that reports from twenty-five cities reporting the largest volume of building permits show during January and February, this year, a total of \$363,712,456 as against \$329,136,895 placed for the same months in 1926. "Taking the United States as a whole there was a slight decrease in 1927 under 1926, but the seasonal activity already reported in March will have a tendency to halt this downward movement. There is every reason to believe that building construction will hold its own for the first half of this year, especially in view of settled labor conditions."

### With Byron & Learned Company

G. E. Holcomb, recently with the Bushnell-Dahlquist Press, Minneapolis, has been added to the sales staff of the Byron & Learned Company, printing, also of Minneapolis.

### Arrange Program for "National Advertisers' Day"

The Association of National Advertisers, in co-operation with the International Advertising Association, has prepared the program to be used by advertising clubs in observance of "National Advertisers' Day," to be held during the week of April 25. The feature of the program will be an address, "A Rational View of National Advertising."

### New Accounts for Minneapolis Agency

The Andersen Lumber Company, Bayport, Minn., has appointed the Harrison-Guthrie Agency, Minneapolis, to direct its advertising account. The Zinsmaster Baking Company, Duluth, Minn., has also placed its account with this agency. Newspaper and outdoor advertising will be used in a campaign now being prepared for the latter company.

### Photo-Engravers to Meet in July

The thirty-first annual convention of the American Photo-Engravers' Association will be held at Washington, D. C., from July 14 to 16. H. C. C. Stiles, of the Maurice Joyce Engraving Company, is chairman of the executive committee in charge of the meeting.

### To Consolidate Granite City, Ill., Papers

Edward E. Campbell, who recently acquired the Granite City, Ill., *Post*, has purchased the Granite City *Press-Record* from L. L. Lindley. Early in May the two papers will be combined as a daily.

### Appoints Edwin Bird Wilson

The Seward National Bank, New York, has appointed Edwin Bird Wilson, Inc., New York advertising agency, to direct its advertising account.

### March Chain Store Sales

Company	March 1927	March 1926	% Change	3 Months 1927	3 Months 1926	% Change
F. W. Woolworth..	\$19,601,553	\$18,308,350	7.1	\$53,095,090	\$48,948,936	8.5
J. C. Penney.....	9,796,182	7,978,065	22.8	23,412,709	18,421,500	27.2
S. S. Kresge.....	9,183,218	8,471,963	8.4	25,447,778	23,419,154	8.7
S. H. Kress.....	3,929,538	3,843,843	2.2	10,756,422	10,170,039	5.8
McCrory Stores...	2,860,075	2,538,344	12.6	7,912,197	6,878,304	15.0
W. T. Grant.....	2,789,091	2,310,229	20.7	7,243,030	6,326,214	14.5
Childs Company...	2,522,429	2,141,437	17.7	7,379,190	6,187,393	19.2
John R. Thompson..	1,242,970	1,228,637	1.2	3,585,556	3,439,452	4.2
Piggly-Wiggly West..	1,158,821	609,579	90.0	3,111,237	1,784,034	74.4
D. Pender Grocery..	997,584	829,201	20.3	2,820,386	2,399,579	17.5
F. & W. Grand.....	878,532	764,630	14.9	2,248,334	2,040,490	10.1
Metropolitan Stores.	801,000	684,382	17.0	2,148,571	1,835,105	17.0
J. I. Newberry.....	778,180	532,383	46.1	1,993,692	1,308,002	52.4
McLellan Stores....	701,229	546,719	28.2	1,820,434	1,399,741	30.0
Peoples Drug Stores	635,794	473,696	34.2	1,807,997	1,347,908	34.1
Loft, Inc.....	612,597	698,920	-12.5	1,730,654	1,753,691	-1.3
Neisner Bros.....	391,828	219,259	78.7	1,078,938	589,003	83.1
L. Silver & Bros....	388,393	298,458	30.1	979,758	752,929	30.1
Fanny Farmer.....	251,197	232,166	8.2	782,396	692,016	13.0



S. B. CHITTENDEN

# Meet the Boston "Crowd"



CHARLES W. ROGERS

In order to better serve National Advertisers in New England the sales organization, representing the newspapers listed below in the national field, established more than two years ago an office in Boston. There are seven representatives in the office and a total working force of fourteen people.

Picked primarily because of the knowledge of New England advertisers, the Boston staff, from the beginning, been in position to render unusual



HAROLD F. CASEY

Rodney E. Boal  
9 E. 40th St.  
New York

H. A. KOEHLER  
929 Hearst Bldg.  
Chicago.

K. J. NIXON  
82 Marietta St.  
Atlanta, Ga.

L. C. BOONE  
Book Tower Bldg.  
Detroit

Chicago American      Boston American  
Detroit Times      Boston Advertiser



JOHN J. CREMMEN



ROBERT F. GUILD



JOSEPH F. WALSH



EDWARD J. BRETT

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erchandising service, gives the  
representatives of the Boston  
ice a background of experi-  
ce that New England national  
vertisers have utilized to ex-  
lent advantage.

B.Chittenden, Manager of the  
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y a member of the national  
vertising staff of the Chicago  
ening American and later in  
e Eastern Office in New York.

y E. Bo  
9 E. 40  
rk

al Manager National Advertising

NE  
Bldg.

S. B. CHITTENDEN  
5 Winthrop Square  
Boston

F. M. Van GIESON  
541 Monadnock Bldg.  
San Francisco

FRED H. DRUEHL  
136 St. Paul St.  
Rochester, N. Y.

erican  
ertise

Albany Times-Union Syracuse Journal  
Rochester Journal Wisconsin News

## May Products Bear the Names of Well- Known Clubs?

THE YOUNT COMPANY  
ERIE, PA.

Editor of PRINTERS' INK:

One of our clients is considering naming his product "Erie Club." The Erie Club is the leading club of the city of Erie from the standpoint of wealth of members, etc.

We are wondering if there might be any complications involved in labeling the product "Erie Club," in view of these circumstances.

Our client is a member of the Erie Club and will, of course, when the time comes, take the matter up with the Board of Governors. In the meantime he is anxious to know if there are any precedents in a case similar to this and just what difficulties, if any, there might be in the way of using this name.

THE YOUNT COMPANY

M. A. YOUNT.

**T**HE ANSWER to this question appears to be more a matter of propriety than of legality. It would be best, undoubtedly, to secure permission from the club to use its name on the product before the mark is adopted or any labels printed. While the club might not be able to prevent the use of its name, the opposition of its members might overcome any value of familiarity and offer a substantial resistance to the sale of the product.

If the public were led to believe that the name carried with it the endorsement of the product by the club, when the club had not endorsed the product, or if the goods, advertising or merchandising were of such a nature as adversely to reflect on the reputation and standing of the club, it is likely that the organization could prevent the use of its name by legal action.

Several months ago, the producer of a packaged product which was being sold to a celebrated club in Washington, requested permission of the club to place its name on the product. Permission was refused and the producer wisely refrained from adopting the name.

However, as to the legality of the adoption of names of the kind, the laws, rules and regulations of trade-mark registration reflect the

common law which covers the use of trade-marks; but they have little or nothing to do with business practices in the use of trade-marks which may constitute unfair competition.

In June, 1914, the Commissioner of Patents rendered a decision which allowed registration of marks of the kind. This was the case of the Hudson Mechanical Rubber Company, which appealed to the Commissioner for registration of the mark "Hudson 600." Registration was refused by the Examiner on the ground that Hudson was both a geographical word and a surname. But the Commissioner, on appeal, held that the entire composition did not indicate a geographical location and made a distinctive trade-mark.

Because of this decision, the Patent Office for several years accepted registration of marks of the kind. But the present administration of the Patent Office has shown a tendency to ignore many decisions by former Commissioners, and has refused the registration of a number of marks of the kind on the ground that they are geographical. Recently, however, the Patent Office has loosened up on its rulings.

Therefore, it is possible that "Erie Club" is registrable under the trade-mark Act of 1905, provided the mark does not infringe any mark known to be in use on a product of the same class. Some doubt exists as to the word "Erie," which might be held to be geographical. In that case, it would be necessary to disclaim the word in the application for registration, except in connection with the word "Club."

If the "Erie Club" is incorporated and has filed its articles of incorporation with the Patent Office, registration would be refused for the trade-mark "Erie Club" under Act of 1905, unless written permission had been secured from the club. But if registration were sought under the Act of 1920, it is likely that it would be allowed whether or not permission to use the mark was secured.—[Ed. PRINTERS' INK.]

4, 1927

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# NATION'S BUSINESS

Mr. Walton L. Crocker, Pres., Inc. Co.,  
Hancock Mutual Life (Back Bay)  
John 197 Clarendon St.  
Boston, Mass.

April



1927

Cities Enter The New  
Competition *by Merle Thorpe*

Who Gets Your New Tax  
Billions ? *by W<sup>m</sup> P. Helm, Jr.*

The Not-So-Good Old  
Days *by William Feather*

*Map of Nation's Business Page 46*



Published at Washington by the Chamber of Commerce of the United States

\* *Impartial . . . . .*

"I read Nation's Business regularly because  
it is an impartial teacher, because it is a  
sprightly and masterly aid to all business."

—WALTON L. CROCKER, President, John Han-  
cock Life Insurance Company.

# Repetition Is Reputation

*A principle upon which many of America's most successful advertisers operate*

A GREAT reputation is largely a manufactured product—the product of the news columns of the world.

It's what we read about people that makes their reputations. It's on what is said about them that the world's estimate of their characters is formed.

How good that reputation is, how long it endures, or how it is known to the masses, depends upon how often it is printed.

Mussolini is called the Savior of Italy by millions, maybe not because he is, but because those millions are so often told that he is. Had he occupied front page space but once, he would now be long forgotten.

Successful advertising is reputation built by repetition.

Campbell's Soup, for one, is a monument to that axiom. 52 times a year in the weeklies; 12 times a year in the monthlies . . . week after week, year after year in the same publications.

It marks one of the outstanding strategies of modern advertising. A strategy whose success stands without question. A strategy which all men who advertise can analyze with profit.

Advertising to pay the utmost must recognize the Law of Repetition.

and day after day

hour after hour

minute after minute

second after second

in all of the

Street Cars of the

United States with

gracious acknowledgment  
by Campbell of a  
pleasing acceleration  
of demand for some  
of the lesser known  
Campbell's Soups  
since they resumed  
Street Car advertising  
in 1926

*H. Barnard*

*National Advertising Manager.*

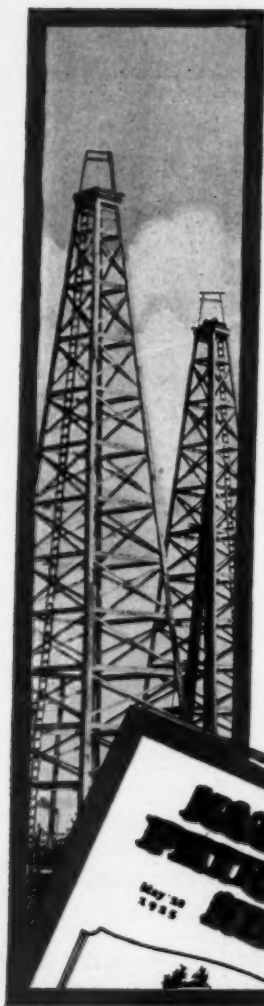
STREET RAILWAYS ADVERTISING CO.

Common-sense advertising policies are largely born  
of that knowledge.

LORD & THOMAS AND LOGAN  
ADVERTISING

# Live News doesn't Write Itself

**I**F business news is to be live when it gets into print, someone must be on the spot to get it, to write it and, if necessary, to wire it in to the press-room. That's why National Petroleum News maintains ably-manned editorial offices strategically located from coast to coast. There can be no second-hand news in a publication which aims to set the pace in reader-interest.



Member:  
A. B. C.  
A. B. P.

A WEEKLY NEWSPAPER FOR PRODUCERS, REFINERS, MARKETERS

*Edited from*

World Bldg.  
TULSA, OKLA.

35 E. Wacker Drive  
CHICAGO

342 Madison Ave.  
NEW YORK

West Bldg.  
HOUSTON, TEX.

Petroleum Securities Building—LOS ANGELES

*Published from*

812 Huron Road, CLEVELAND

1927

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B. P.

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# Reaching the Bank *Buying Power*

*The Burroughs*  
**Clearing House**  
APRIL • 1927

54,531 COPIES

**54,531**  
**Circulation**  
*covering*  
**EVERY BANK**  
*in the*  
**United States**  
**and Canada**

THE FIDELITY TRUST AND SAVINGS BANK, CHICAGO (INCORPORATED IN ILLINOIS)  
OUR BILLIONS OVERSEAS; MURAL DECORATION  
SMALL BANK BUSINESS; TRUST DEVELOPMENT

*The Burroughs*  
**Clearing House**

Burroughs Ave. and Second Blvd., Detroit, Mich.

him through and through with "a blade" of penetrating light. Pictorial words make for an unusual picture. It is always the case, and searchers for original advertising illustrations will do well to keep the thought in mind.

A photographic illustration pictures a look-down view of a man's shoe, it's tip close to a black line, and it might be assumed that this is a commonplace enough idea for a picture, with nothing novel to commend it. But the headline literally steps in at this juncture with a real reason for the shoe and the mark:

"Style toes the mark, when fit comes to the heel."

An Atwater Kent advertisement is illustrated with a fine study of a man dreaming over the melody that comes from the loud-speaker of his radio set, as the writer of the headline remarks:

"Alone — but not lonely."

Such a heading has an appeal that tugs at the heart-strings.

Spectacular interest attaches to a combination of good picture with wisely chosen headlines as the giant, black-robed, fiery-faced Hartford Fire Insurance Company character, scatters seeds of flame through a little village, and the headline, tying up with it, states:

"What Will the Harvest Be?"

Along a rough, slippery street, a motor car dances, unevenly. It has made a sharp turn, and bounces over the highway with consequent discomfort to those inside. But the real feature of the picture is the ghost of a rabbit, larger than the car itself, bouncing just ahead. But the motorist will recognize the story told, and the significance of the ingenious picture-headline:

"Levelizers stop 'jack-rabbiting' on rough roads."

Headline strength is to be found in the Johns-Manville illustrated phrases, as applied to home heating plants: "A Divorce—that wrecks the comfort of many a home."

Between pipe connection and radiators, and the furnace, a dagger of ice slices its cruel way, as the phrase itself is put into picture form, which paves the way quite naturally for this very clever

## Left at the Post



**A**LMOST always there is one car in the bunch which lags behind.

If your car lags "just" it will be particularly noticeable in the "garage" at traffic intersections and on hills.

Do you ever wonder why your car does not seem to have the "snap and power" it had when it was new? Hint: none of us has the answer in "Valves and Carburetors."

The timing of valves and the loss of compression due to leaky valves are so gradual and insidious as to be almost unnoticeable.

The loss of compression of leaky valves is a feeling that your motor is not quite so smooth as it was when the car was new—not a perceptible jolting, such as will occur later when the valves become so bad that some of the cylinders are missing—merely a lack of that smooth, velvety flow of power in which you are accustomed.

Then you will begin to notice lack of "giveaway" and will find that your car lags on hills.

Don't wait for the final stage when your engine is actually missing.

Have your valves ground often enough to keep your oil right up to you. You do not get the false conclusion from your car if it has leaky valves, and there are other evils

which result from this condition, such as—excessive fuel and oil consumption—a lumpy dash on your battery, because the car will start harder.

Leaky valves require a knowledge of machine matters, which results in crank case dilution, excessive carbon and other detrimental evils, and eventually you may have a valve, seating valve leakage, which may ruin a cylinder block.

This is to let you know that there is a method by which your garage man can find out valves and clean carburetors at a most reasonable cost and do a perfect job, with an actual compression check on each individual valve before the motor is reassembled.

This method is its entirety was recommended by us and summarized in our new book called "Black and Decker Method."

If you insist that your valve grinding job be done by the "Black and Decker Method," you are assured that each individual valve has been tested and is absolutely perfect.

You now have your valve grinding done with assurance of a perfect job if you value it in the way which displays these tips.

It is worth your while as a car owner to know how the important work should be performed.

Write for personal booklet entitled "Grinding Valves and Cleaning Carburetors."

**THE BLACK & DECKER MFG. CO.**

BLACKSBURG, W. VA., U. S. A.

Black & Decker Mfg. Co., London, Toronto, Glasgow, Black & Decker, London, London, Glasgow

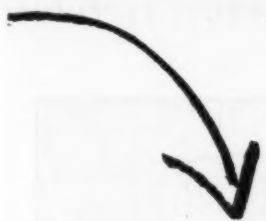
THIS PICTORIALIZED HEADLINE TELLS A STORY IN EASILY UNDERSTOOD WORDS

copy: "Your furnace is roaring hot, your upstairs radiators are distantly cool. What causes this unpleasant divorce?"

"It is caused by the under-cover attacks of a rank outsider. Piercing cold, as sharp as an icicle, gets into your house and attacks your heating pipes."

That "divorce" theme runs through the entire advertisement, individualizing picture and text.

The tilted head of the pretty girl, whose smile is radiant looms



## More Than 90,000 Lines of New Business in March

The closing month of its first advertising year The United States Daily wrote more than 90,000 lines of business from new advertisers.

In addition, the lineage published last month was the greatest lineage carried in any month to date.

Advertisers are recognizing this new factor in publishing—a quality audience reached every day.

Sell Influential America  
and you sell All America

# The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,  
Executive and Judicial Branches of the Government of the  
United States of America*

**DAVID LAWRENCE**  
President

**Washington**

**VICTOR WHITLOCK**  
Vice-President and  
Director of Advertising

*New York Office:*  
52 Vanderbilt Avenue

*Chicago Office:*  
London Guarantee Bldg.

*Detroit Office:*  
Dime Bank Building

"THE AMERICAN WEEKLY" IS THE MOST



EVERY Sunday *The American Weekly* goes into 5,000,000 American homes. These homes contain 22,000,000 people. Think it over!

Twenty-two million is an impressive number, no matter how you look at it. Greater than the entire population of Spain, or ancient Rome. More people than there are in seventeen of our largest and most representative states. One-fifth the total population of the entire country!

These 22,000,000 people are of all ages and all conditions. They live all over the United States, from Seattle to Atlanta, from Los Angeles to Boston. But they all come under the

immediate influence of *The American Weekly*.

It takes a great deal of money to keep these 22,000,000 people alive and happy. Whether they are old men, or babes in arms; smart young matrons or dowagers, they are all consumers. Their aggregate expenditures for food, clothing, shelter and entertainment run up into staggering figures.

These expenditures are directly influenced by the advertisements in *The American Weekly*. For this modern and absorbing magazine is followed by every member of the family that is old enough to read, and the purchases of the younger

## WIDELY READ MAGAZINE IN THE WORLD

children are made by their parents. This widespread reader-interest in the family gains for *American Weekly* advertisers both the trade of the present generation and the patronage of tomorrow's.

And these people have not only the will, but the means, to buy. Their standard of living is high. Most of them live in the trading areas of the larger cities. They know the good things of life, and they insist upon getting them.

This is the market which *The American Weekly* offers you—one-fifth the total population of the United States—the most

prosperous fifth! No other publication will cover it. Yet *The American Weekly* is not an expensive advertising medium. Its rates, in comparison with its circulation, are the lowest of all large-scale publications. And it is the only national medium in which you can take a full newspaper-size page in color.

*The American Weekly* will establish your product in the richest and most stable of the national markets, with power, economy and dispatch. Write today for complete information to the nearest office (see below) of *The American Weekly*, A. J. Kobler, President.

*The American Weekly* is the Sunday Magazine section of the fourteen Hearst newspapers, appearing simultaneously every week all over the country, in the following cities:

New York - - - - -	American	Chicago - - - - -	Herald and Examiner
Boston - - - - -	Advertiser	Seattle - - - - -	Post-Intelligencer
Syracuse - - - - -	American	San Antonio - - - - -	Light
Washington - - - - -	Herald	Los Angeles - - - - -	Examiner
Baltimore - - - - -	American	San Francisco - - - - -	Examiner
Rochester - - - - -	American		
Detroit - - - - -	Times		
Atlanta - - - - -	American		

and the  
Milwaukee Sentinel and Sunday Telegram

# THE AMERICAN WEEKLY

*Greatest Circulation in the World*

*Read by 5,000,000 families every week*

9 East 40th Street, New York City

461 PARK SQUARE BLDG. BOSTON    WRIGLEY BLDG. CHICAGO    753 BONNIE BRAE LOS ANGELES    222 MONADNOCK BLDG. SAN FRANCISCO

# When More Circulation Can Mean Less Readers

You can reach many more *farmers* thru a group of 39 state and sectional farm papers at a lower rate than thru the 6 largest nationals, although the latter provide more circulation.

Simply because the *duplication* of the nationals is 2,000,000 and of the locals is 173,000.

Something to think about.

Send for comprehensive chart proving that statement.

*Figured on the basis of total farm paper circulation to total number of farms per state, everything over 100% is either duplication or not on farms.*

## E. Katz Special Advertising Agency

Established 1888

### Publishers' Representatives

Detroit	New York	Kansas City
General Motors Bldg.	58 West 40th St.	Waldheim Bldg.
Atlanta	Chicago	San Francisco
22 Marietta St.	307 No. Michigan Ave.	Monadnock Bldg.

larger as an "idea" illustration when used in connection with the headline: "Front Teeth—Back Teeth, All Are 'Smiling Teeth' when you use Pro-phy-lac-tic."

Timken bearings campaigns may always be depended upon to offer unique partnership between headline and illustration, the former practically always pictorial, even when unaccompanied by a drawing.

Four great horses plunge from the page, their forefeet pawing the air in the immediate foreground. In making his point, the advertiser observes: "Under such leaders as Friction, Wear, Inaccuracy and Shutdowns, the armies of Waste trample down production and Profit for machinery users."

And the advertisement is headed: "Waste's Four Horsemen," a simple, direct three-word thought.

Then again, equal progress is being made, and with more originality than ever, in the creating of headlines which, without an illustration, are, nevertheless, strongly and impressively pictorial.

As a rule, they are hand-drawn, and the artist has merely injected into his headline the basic elements of the idea.

During the earlier stages of the New Hoover "Positive Agitation" campaign, these two key words, forming the theme for a connected campaign effort, were merely done in type. Then came an inspiration. Why not hand-draw them, give them animation, action and life, and cause anyone reading the sentence to see the argument, pictorially?

It was simple enough to make letters of "Positive Agitation" do a verbal jig and now this plan, operative in the entire series, illustrates a selling argument while saying it.

One of the most original features of a year's advertising for Watson Stabilators centers around the animated picture headline, also hand-drawn.

All the discomforts, motion and rumble of the car that kicks up on rough roads is brought out in headlines that suggest this motion, this tension, this bumpety-bump, bucking bronco idea.

Although a small pen sketch of

a bucking broncho was also adopted, it is the headlines that supply greatest character to the advertising.

"Even if you are willing to put up with rough riding," is a typical headline, drawn in such a clever manner that the up and down bump of a motor car on cobbles is pictured, without figures or cars or any actual illustrative feature.

Thoughts can be helped out by an imaginative artist.

Headlines, without extra embellishment, can be made to echo action-ideas. And it is practically always a wise expedient, lending an extra measure of interest to any composition.

"Take it easy" was a line run in a recent newspaper display, and you smiled as you observed what the artist had done to illustrate the theme. The letters were actually leaning, one against the other in the laziest way imaginable.

"I spend more time and money over my headlines," admits one advertiser, "than any other part of a display. In fact, I build my advertisements around unique headlines. If the headline is right, I know the remainder of the message will be easy to devise."

Not a bad suggestion.

### H. A. Holman Joins "The Farm Journal"

Harold A. Holman has joined the Chicago advertising staff of *The Farm Journal*, Philadelphia. He has been with the Chicago office of PRINTERS' INK for the last four years, and was formerly with W. H. Stockwell and O'Mara & Ormsbee, publishers' representatives.

### C. F. Kiely Joins Julius Forstmann Corporation

Charles F. Kiely, formerly vice-president and sales manager of H. R. Mallinson & Company, Inc., New York, has become associated with the Julius Forstmann Corporation, New York, as vice-president.

### H. F. Gremmel Appointed by Gibson Art Company

H. F. Gremmel has been appointed sales manager of The Gibson Art Company, Cincinnati. He was formerly with George Batten Company and Marquis Regan, Inc.

## Another Vote for Signed "Man Wanted" Copy

ENGINEERING AND CONTRACTING  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

The editorial "Man Wanted" in your March 17 issue, gets a real rise out of me because it's plain horse sense and would seem to appeal to sensible business men as such.

A friend of mine, who has need for a new connection, has answered quite a number of advertisements recently. But he cannot bring himself to write down a life history, or even an outline of experience, for a man who hasn't the facilities for handling or turning down, as the case may be, the very contacts he needs, apparently, to make a selection of the right man for his job.

So he says, in effect: "I think I am the man you want because I answer the qualifications you set forth, and my salary notions range close to \$10,000. Please tell me who you are and I'll give full details and evidence to substantiate any claims made about myself."

He has yet to receive an acknowledgment, much less an invitation to say any more.

So the "blind" advertiser, no matter how alluring his copy, will struggle along happily without my friend's application.

A year ago when I had a \$6,000 job to pass on to someone I advertised—unsigned copy. I received about seventy replies and answered every solitary one of them. That's a chore, perhaps, but the decent thing to do. If a similar situation arises in the future I am going to use signed copy.

FREDERIC KAMMANN, II.,  
*Advertising Manager.*

**I**T does seem a bit unreasonable, as Mr. Kammann suggests, to expect a man to write the full story of his life to another man whom he does not know and has not even seen.

When a person is in real earnest about getting a job that he has seen advertised—and this is very often the case—he would like to be in a position to wax eloquent over the qualifications and abilities he thinks he has. He sometimes does become eloquent in this way even though he may not have the slightest idea to whom he is writing. He does not receive an acknowledgment and then there comes to him the uncomfortable feeling that he had laid himself bare, so to speak, and wonders where that letter has gone and

what use will be made of it. Maybe his own employer has received the letter or a friend of his employer. Anyway, lying around somewhere, there is a statement of more or less intimate facts about himself that he would not think of broadcasting.

If the prospective employer would meet the applicant half-way as suggested by Mr. Kammann and reveal his identity, the chances are he would get a much better class of applications. If a man writes expressing interest and asking for the advertiser's name, the primary purpose of the blind address is thereby realized. The advertiser may have perfectly good reasons for keeping his name under cover for the time being. The applicant may have similar reasons.

### A SENSIBLE PLAN

It seems to us that Mr. Kammann's "fifty-fifty" proposition is a sensible and workable way of handling the thing so as to conserve the interests of both parties. Working toward this end, it might be feasible for a "man wanted" advertisement to contain some such statement as this: "If, before going into detail about yourself, you want to know who we are, write a preliminary application. We are not promising to reply but will do so if we are sufficiently impressed."

Then, if nothing comes of the transaction, the advertiser has preserved anonymity and the applicant can have the comfortable feeling that he has not written too much to somebody who may or may not respect his confidence.—  
[Ed. PRINTERS' INK.]

### Typothetae Sales Clubs Being Formed

Under the direction of Frank J. Smith, chairman, the marketing committee of the United Typothetae of America has recommended the establishment of sales clubs by local Typothetae to carry out the ideas of a course conducted by "Selling and Printing," the Typothetae bulletin. It is intended that these clubs shall become auxiliaries of local Typothetae and of the United Typothetae of America.



**POPULAR SCIENCE MONTHLY**

**New Time-Saving Tools**

**Simplify Old Problems**

**POPULAR SCIENCE MONTHLY**

a short cut  
to the man

*Who Studies Time- and Labor-Saving*

**M**ONTH after month, year in and out, Popular Science (see any issue) works for and with—

The man who wants to do the job in the *best* short, easy way!

Collectively he ranges from railroad and industrial executive to shop mechanic and home handy man. In the three hundred odd thousand readers of

Popular Science, you have the largest group of men on earth, who study time and labor-saving.

These are men who can be shown . . . get you quick . . . and change, when change is for the better.

Popular Science Monthly gives time-saving service, in getting to your best market with devices for saving time and labor.

# Popular Science

FOUNDED MONTHLY 1872

250 Fourth Avenue, New York

## Further Information on Correspondence Schools for Nurses

S. Roland Hall Steps Forward in Defense of Correspondence Instruction—Every Reader of "Printers' Ink" Is Taking Lessons in Advertising by Mail, He Says

EASTON, PA., April 7, 1927.

Editor of PRINTERS' INK:

IF the proprietors of correspondence schools of nursing set up the claim that their courses provide complete qualification—practical experience as well as technical knowledge—then, you and Dr. H. S. Cumming have performed a real service in the article in your issue of April 7, entitled "A Fraud Upon the Public."

I write with no knowledge of the claims of these schools of nursing. I do know, however, that the intrinsic merits of the correspondence-instruction plan suffers greatly, because of the tendency of schools to claim too much. Most of us are familiar with the advertisements of schools that furnish books and instruments *Free*, that tell about graduates of courses in drawing commanding \$60 to \$100 a week, of the lists of prominent employers that are constantly beseeching the schools to send on more graduates, etc.

What a pity it is that publishers generally will not insist that such schools either prove their claims or modify their copy.

The United States mail is too marvelous a vehicle for sound educational work for its usefulness to be hampered and put under suspicion. Must we wait for the Better Business Bureaus, the Post Office Department or the Federal Trade Commission to make a horrible example of both schools and publishers before the evil will be corrected?

The article in your issue of April 7 may possibly be misinterpreted by some. Take, for example, Dr. Cumming's example of the man who studies for a pilot's license by the correspondence plan.

Dr. Cumming remarks: "None but a seasoned man, who has stood at the wheel under instruction in all kinds of weather, in all conditions of every season, is given such a license."

All true, but my understanding is that schools offering nautical instruction sell their courses exclusively, or almost exclusively, to men who are at the time of enrolment getting just the sort of experience that Dr. Cumming says is necessary. Such a man must have a certain amount of mathematical and other technical training. The correspondence plan seems almost ideal for this supplemental education.

For years I served with a large correspondence school offering courses in train operation. At the time of my service—and I hardly believe conditions have changed—no man could enrol for one of these courses who was not already employed in railroad work. These men were day by day getting their practical familiarity with train operation. They used spare hours and the United States mails in rounding out their knowledge.

"Correspondence instruction" is a term that embraces much. Every able doctor is keeping up his education by the correspondence plan—reading the latest items about discoveries and good practice in the reliable medical journals. If this plan of disseminating knowledge by the skilful use of the printed page, the good illustration and the postage stamp were not efficient, editors would abandon it and travel around from one doctor's office to another, imparting the instruction by word of mouth and the technical writers for these publications would use the lecture hall exclusively.

Our good old PRINTERS' INK is a fine example of correspondence instruction in the advertising field. Week by week it tells us the new things about our business that we must know if we are to keep pace.

Let's be sure that, in trying to cure the correspondence instruction field of evils, we do not discredit the very large place that correspondence has in modern education.

S. ROLAND HALL.

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# A Steady Growth in CIRCULATION

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The Sun's Average Net Paid Daily Circulation  
for the Six Months Ended  
March 31, 1927, Was

267,520

...a Gain of

8,169

over the corresponding six months a year ago

(*Figures From Publisher's Statement to the  
United States Government*)

☞ ☞ ☞ ☞ ☞ ☞

THE SUN'S circulation has been growing steadily and consistently. Every year more people read The Sun—not because it offers prizes or conducts contests—but because they like The Sun for what it is—a complete, accurate, interesting newspaper.

The  Sun

280 Broadway

New York

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# Supremacy

## in 17 Industries

*The Ladies' Home Journal Led All Women's Publications in Every One of These 17 Industries in Advertising Revenue in 1926.*

### FOODS

Placed \$4,060,000 advertising revenue in The Ladies' Home Journal in 1926. This was more than the industry placed in any other women's publication by more than \$1,400,000.

### TOILET GOODS

Placed \$2,440,000 in The Ladies' Home Journal, which was more than the industry placed in any other women's publication by more than \$975,000.

### WEARING APPAREL

Including Children's and Infants' Wear, Hosiery, Men's Furnishings, Men's Ready-To-Wear, Shoes and Sundries, Underwear, Women's Ready-To-Wear and Wearing Apparel Miscellaneous.

Placed \$1,608,000 in The Ladies' Home Journal, which was more than the industry placed in any other women's publication by more than \$500,000.

### SOAPS AND CLEANSERS

Placed \$1,404,000 in The Ladies' Home Journal, which was more than the industry placed in any other women's publication by more than \$350,000.

### HOUSEHOLD (Including Household Electrical)

Placed \$1,262,000 in The Ladies' Home Journal in 1926. In each of the past ten years manufacturers in this industry have placed more advertising revenue in The Ladies'

Home Journal than in any other women's publication.

### FURNITURE AND FLOOR COVERINGS

Placed \$1,086,000 in The Ladies' Home Journal, which was almost twice as much as the industry placed in any other women's publication.

### AUTOMOBILE

Placed \$937,000 in The Ladies' Home Journal, which was more than three times as much as the industry placed in any other women's publication.

### JEWELRY AND SILVERWARE

Placed \$504,000 in The Ladies' Home Journal, which was more than the industry placed in any other women's publication by more than \$200,000.

### BEVERAGES

Placed \$466,000 in The Ladies' Home Journal, which was more than twice as much as the industry placed in any other women's publication.

### TEXTILES

Placed \$436,000 in The Ladies' Home Journal, which was more than the industry placed in any other women's publication by more than \$130,000.

## PAPER AND PRINTING

Placed \$173,000 in The Ladies' Home Journal, which was materially more than the industry placed in any other women's publication.

## MUSICAL INSTRUMENTS

Placed \$167,000 in The Ladies' Home Journal, which was more than the industry placed in any other women's publication.

## MOTION PICTURES

Placed \$117,000 in The Ladies' Home Journal, which was more than 90 per cent of the entire expenditure of the industry in women's publications.

## RADIO

Placed \$103,000 in The Ladies' Home Journal, which was materially more than the industry placed in any other women's publication.

## YARNS, NOTIONS AND DRESSMAKERS' ACCESSORIES

Placed \$100,000 in The Ladies' Home Journal, which was materially more than the industry placed in any other women's publication.

## CAMERAS AND OPTICAL GOODS

Placed \$71,000 in The Ladies' Home Journal, which was more than 50 per cent greater than the industry placed in any other women's publication.

## CANDY AND GUM

Placed \$63,000 in The Ladies' Home Journal, which was more than the industry placed in any other women's publication.

*NOTE: Statements in this advertisement, in regard to classes and in regard to advertising expenditures, are based on figures furnished by The Advertising Record Company, Chicago.*

**These 17 Industries Placed More Than 85% of  
the Total Advertising Expenditures in Women's  
Publications in 1926.**

# and 1927

The first four months of 1927 show the largest advertising volume and the largest advertising revenue in the history of The Ladies' Home Journal.

And the April issue is the largest in advertising lineage and in advertising revenue ever published.

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## THE LADIES' HOME JOURNAL

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*A Time Tested Bulwark* The Romans knew how to build roads that endured the traffic of ages. The Chinese built a wall that has stood for centuries. The requirements of the times demanded it.

It is just as important that the paper which bears your records be a "stonewall" for strength, and resistance to wear. STONEWALL LEDGER is therefore ideally named. Its resistance to erasure, ability to stand rough handling, its uniformity and durability make it a leader in its class. Coupled with this, its pleasing texture and excellent printing and ruling qualities are winning for it a steadily growing popularity.

## Stonewall Linen Ledger


*"Note the Tear and Wear as well as the Test"*

# NEENAH

## PAPER COMPANY

Makers of  
SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

*Neenah, Wisconsin*

Check the  Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# Making a Local Tie-up with the National Group's Campaign

Cincinnati Florists Raise Funds for Local Newspaper Advertising to Tie-up to "Say It with Flowers" National Campaign

THIS year, the Society of American Florists is completing a four-year campaign of advertising during which an annual investment of approximately \$300,000 was made. A careful check has been kept on the returns from this investment and these are so satisfactory that plans have been approved to increase the appropriation for 1928 to \$500,000.

A monthly record of sales kept by the Society shows that the present volume of business is about 90 per cent ahead of 1923. Much of the success of this campaign is attributed to the close co-operation given to the national group method by retail florists in their local advertising.

A recent development, for instance, is a campaign now being conducted jointly by the florist trade of Cincinnati. A description of its operation should suggest adaptations of the idea to other co-operative associations which are endeavoring to get members to support their industry's national advertising with supplementary local campaigns.

Although the flower business in and about Cincinnati was reflecting the beneficial results of the "Say It with Flowers" campaign, the trade felt that with aggressive efforts on its part, these results could be considerably increased. In view of the successful activities of the national body, it was only natural that the local growers, distributors and retailers should pattern a similar organization. This is called The Allied Florists Association of Cincinnati and Vicinity. It immediately set about to raise funds for a joint campaign, the growers contributing 1 per cent of their production, commission men 1 per cent of their commissions, and retailers 1 per cent of their sales.

On this basis, the Cincinnati floral industry now receives a total of 3 per cent on the gross revenue of local business. It is



From the offerings of the "flower girl" in European cities to the complete service of your florist — what an advance! Back of both ways of serving you is the pleasure flowers give to everyone — a joy in which you can always share!

Flowers sent anywhere by telegraph

To Know Cincinnati, Know Her Florists' Work! Account yourself with the achievement of our flower growers and florists by visiting a Cincinnati florist's shop this week! You will not be urged to buy.

**ALLIED FLORISTS**  
*Association of Cincinnati*  
and Vicinity

ONE OF THE NEWSPAPER ADVERTISEMENTS  
USED BY CINCINNATI FLORISTS

anticipated that the fund will amount to \$18,000 for the first year's advertising. The campaign has three objectives: to increase the use of flowers and plants as gifts; to stimulate their use for home decoration, and to increase their use by stores and other institutions so as to attract patronage.

Each advertisement in the series is illustrated and is further characterized by the brevity of its message and a generous use of

white space. Four Cincinnati newspapers are used, and the copy is rotated so that while each advertisement appears in all four papers, different advertisements appear in each of the papers during any given week. Only one slogan appears in the advertising. This is "Say It with Flowers," which links the local campaign to the national advertising.

A part of the appropriation is devoted to supplementary advertising, such as window display material and a series of colored labels which are used on members' statements and flower boxes.

Although the campaign has been running but a brief time, expressions already have been received from members which indicate that this plan of supplementary advertising will receive their continued support.

### Florida Publishers Elect Officers

A joint meeting of the Associated Dailies of Florida, the Florida State Press Association and the South Florida Press Association was held at Fort Myers, Fla., April 8 and 9. George E. Hosmer, editor of the Fort Myers Press and president of the Florida State Press Association, presided.

The Florida State Press Association elected the following officers: President, Mrs. Lucille Smith, Lake Worth Herald; first vice-president, R. L. Sweger, Gadsden County Times; second vice-president, V. Bryan Mack, Lakeland Ledger; treasurer, I. M. McAlpin, Dade City Banner; secretary, R. J. Holly, Sanford. Lake Worth was chosen as the next convention city.

The officers of the South Florida Press Association are: President, Carl Taylor, Dade City Banner; treasurer, Roy Gallemore, Polk County Record; secretary, Mrs. George Keller, Mount Dora. Clermont was selected as the convention city for the semi-annual session of this organization.

### J. H. Tregoe to Leave Credit Men's Association

J. H. Tregoe, on July 1, will retire as executive manager of the National Association of Credit Men. His retirement follows thirty-seven years of work in the credit field.

The annual convention of the association in June will honor the silver anniversary of Mr. Tregoe's first election to its presidency.

Ernest C. H. Kirschten, formerly with the United Press, has joined the advertising department of the Economical Drug Company, Chicago.

### Z. L. Potter Agency Gives Scholarship

The Z. L. Potter Company, Syracuse, N. Y., advertising agency, has established a scholarship at the College of Business Administration of Syracuse University. The scholarship will enable a student who receives the degree of Bachelor of Science in business in June to take post-graduate work for the degree of Master of Science. The award includes payment of tuition and \$15 a week during the college year, paid for in part-time employment in the Potter agency.

The award is to be made to a student majoring in advertising whom a committee, of which Z. L. Potter is a member, judges to be most deserving. It is expected that the scholarship will be made available each year.

### The Boomerang Effect of Price Cutting

CHAMPION SPARK PLUG CO.  
TOLEDO, OHIO

Editor of PRINTERS' INK:

The article in your issue of March 24 entitled: "Six Reasons Why Retailers Should Not Cut Prices," by William Scheibel, sales promotion manager of the Bulova Watch Company, is very interesting indeed.

Mr. Scheibel thoroughly sets forth the boomerang effect of price-cutting and in his cleverly worded letters to dealers uses clear-cut and logical arguments instead of generalities which undoubtedly had the desired effect upon straight-thinking dealers.

CHAMPION SPARK PLUG CO.

M. C. DEWITT,  
Vice-President.

### African Breeders Endorse Tax for Advertising Mohair Fund

The principal breeders of angora goats in South Africa have recommended the imposition of an export tax of one cent per pound on mohair, according to the *Wool Record and Textile World*. The fund thus raised is to be used in advertising mohair goods under a brand name, guaranteeing a certain percentage of mohair. It is estimated that by this method \$97,000 a year could be raised.

### Niagara Metal Stamping Sales Manager Made Vice-President

George O. Benson, sales manager of the Niagara Metal Stamping Corporation, Niagara Falls, N. Y., manufacturer of Premax steel tent equipment, metal house numbers, etc., has been elected vice-president in charge of sales. He has been with the Niagara company for many years.

The Celotex Company, Chicago, insulation lumber, reports February sales of \$911,221 compared with gross sales of \$559,043 in February, 1926. For the first two months of 1927, gross sales were \$1,744,313, against \$1,150,775 in the same period of 1926.





Advertised  
*regularly* in  
Child Life

## Grape-Nuts

YOUNG & RUBICAM have again placed  
a full page schedule for the Postum Cereal  
Company in Child Life.

For advertising foods, clothing, automobiles  
—any product that family people buy—there  
is no finer home medium.

*Is yours a family  
product?*

*This rich family market needs it!*

Child Life with a circulation of over 150,000  
is read by more than 650,000 people monthly  
—by analysis, 2 adults, 2.4 children per copy.

Here is an exclusively family market—100%  
established homes, all financially far above the  
average. Here is an endless demand of needs,  
daily wants—quantity buying totaling millions  
of dollars every month.

Examine this month's issue and picture what  
advertising here would mean for *your* product!

Write for full information.

# CHILD LIFE

Rand McNally & Company—Publishers, Chicago

# Jobbers' Trial Shipments to Retailers Get Quick Distribution

P. Lorillard Company Keeps Sales of New Cigar Steadily Mounting by Progressive Distribution Linked with Newspaper Advertising

WHEN a manufacturer can place an absolutely new product on the market and bring the sales of that product, within a little more than a year, from nothing to a volume that requires the building of a new factory, the circumstances are worth review.

Much less than two years ago, the P. Lorillard Company arranged to bring out a new five-cent cigar which is called the "Rocky Ford." Production on the brand was started in the company's Richmond, Va., factory, one of the largest cigar factories in the country.

Albany, N. Y., was selected by the company as the first territory in which to introduce the new "Rocky Ford 5-Cent Cigar." Quantities were shipped to the company's Albany distributors. Lists of retailers throughout the Albany territory were prepared, and shipments of one hundred "Rocky Fords" were sent to each dealer with the following letter:

Remember when you could buy a shine, five newspapers or a refreshing drink, etc., for a nickel? Remember the fine cigar you could buy for a nickel in those days? That's when you got a real nickel's worth for 5 cents.

Then things changed, so did prices, and the good old-time nickel quality smoke disappeared.

Now it is here again!

**"ROCKY FORD"—5 CENT CIGAR**  
Long Filler—Imported Sumatra Wrapper.  
Guaranteed by P. Lorillard Co.

We are so sure that we have finally secured a 5c cigar which harks back to the old days of *quality* and *quantity* that, in order to give you the fastest possible service, preparatory to a newspaper announcement to the public, we have taken the liberty of sending you 100 "ROCKY FORD" Cigars covered by enclosed invoice.

In the carton with the cigars you will find a glass cover for displaying "ROCKY FORDS" on the top of your showcase—also a regular window poster and a copy of one of the newspaper advertisements—which will appear in a day or so. This newspaper advertisement will make an excellent poster for your window, too. You will find stickers for this poster in the carton. Won't you please put up the posters at once and

display the cigars on your showcase?

Then oil up the cash register, 'cause you are going to nickel it weary.

Thanking you very much for helping us all you can in putting over this *Quality-Quantity 5c Cigar*, and assuring you if our action does not meet with your entire approval that our salesman will adjust the matter when he calls, we beg to remain,

The first advertisement to appear in the local newspapers was half page in size, the wide way, showing a large halftone illustration of the "Rocky Ford" box, with the cover up, and some of the cigars scattered across the layout. The caption, boldly displayed, read, "A real 5 cent cigar is back in town."

This advertisement was repeated a week later. The third week, the shape of the layout was changed to a half page the long way, and caption, illustration and copy used without change. Following this, a series of advertisements in varying sizes was run, from one seven columns wide by six inches deep to a tiny one-inch, single-column, reverse cut, reading, "Rocky Ford Cigar 5 cents." With the exception of this very small cut, the other advertisement showed a halftone of one of the cigars.

After Albany, other large cities in New York State were campaigned, such as Buffalo, Rochester and Elmira, in the same way. Other cities were chosen as local conditions favored the campaign, two in Virginia, and others in Minnesota, Iowa, Maryland, North Dakota, Pennsylvania, Massachusetts, Connecticut, Rhode Island, Michigan, Ohio and Missouri. Upward of thirty cities have been covered so far. Distribution in these territories will be intensified before the company extends distribution to other cities and until production catches up with sales.

Sales increased so rapidly that the company was obliged to build a new factory at Richmond, Va., which went into operation about the middle of February.

Tell them **WHERE** to Buy

**GOOD YEAR  
TIRES**

National advertising can tell your prospects why to buy your product.

But *where* to buy is quite as important.

You cannot definitely tell them "where" in your national advertising. You can with Flexlume Electric Displays on your dealers' stores.

Projecting over the sidewalk, these displays arrest attention blocks distant. Day and night, Flexlumes, featuring your product at the point-of-purchase, will bridge the gap between your national advertising and local sales.

*Investigate Flexlume for your advertising tie-up. Write for suggestions and details of our quantity-order plan.*

**FLEXLUME CORPORATION**  
1043 Military Road, Buffalo, N. Y.



\* Factories also at Detroit, Los Angeles  
Oakland, Calif. and Toronto, Can.

**FLEXLUME ELECTRIC DISPLAYS**



## Reach the Buying Power in Michigan

Measured in terms of industry, agriculture, normality of business, living conditions or by any other standard, The Michigan Market is outstanding. Seventy-three per cent of the income tax payers in the cities outside of the Detroit Area live in the Booth Newspaper territory.

Write any Booth newspaper for a copy of

Grand Rapids Press

Saginaw News Courier

Flint Daily Journal

Kalamazoo Gazette

L. A. KLEIN, Eastern Representative  
50 East 42nd Street, New York

THE BOOTH PUBLISHING CO.



## With these Booth Newspapers

With a combined net paid circulation of over 260,000 concentrated in these eight important centers, The Booth Newspapers offer a complete coverage of the buying power in this important market. Here is a market with ready money to buy and one that can be covered economically with one group of metropolitan newspapers.

for a copy of "The Michigan Market."

Jackson Citizen Patriot

Muskegon Chronicle

Bay City Times Tribune

Ann Arbor Times News

THE PUBLISHING CO.

J. E. LUTZ, Western Representative  
6 North Michigan Avenue, Chicago



## *picture readers ~ all!*

FIFTEEN minutes to wait for the next train! Out comes the current magazine. Does he bury himself in some story, to be brought up sharply with that exasperating "Continued next month"?

Not on your life! No time for anything but pictures. Like a kid with a new picture book, his eye seeks them. They *tell* him something. Serve him what he wants. Tell him—*sell* him the story of your product, in attractive half-tone, line-cut, or color. Make him *see* it. He'll remember it long after mere type is forgotten.

*For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.*

## Gatchel & Manning, INC.

C. A. STINSON, *President*

[Member of the American Photo Engravers Association]

### *Photo Engravers*

*West Washington Square*

*230 South 7th St.*

P H I L A D E L P H I A

# American Banking Is Still in Rompers

Bankers Have Not Got Past the Kindergarten Class in Their Ability to Interpret and Explain to the Lay Mind the Uses and Necessities of Banking Services

By J. A. Price

Advertising Manager, Peoples Savings & Trust Co. of Pittsburgh

THE reason why so much advertising does not produce results is because it is superior to the service it is trying to sell—the advance notices are better than the show.

Many of you bankers spend thousands for advertising, and will not expend 10 cents' worth of personal enthusiasm on the inside to make it go. You are willing to buy expensive horsepower in the boiler-room of advertising, and renege at the expense of cup grease to keep your machine running smoothly on the inside.

Internal organization belief and enthusiasm is the only soil which will raise successful advertising. It is basic—there are no exceptions.

A great many bankers fail to apprehend that advertising is merely the public presentation of merchandise of their own making, and that superlative copy and plans cannot permanently force the sale of mediocre goods.

Too many of you bankers are too little concerned about the quality of the experience employed in your advertising efforts. I feel that there should be more general understanding about the wide gulf dividing the mechanics of advertising and experienced understanding of established principles which influence human thought and action.

Advertising will not produce to its full capacity until you weigh its requirements, its potency and its limitations in the same scale as do commercial enterprises.

It is a very open question in my mind, speaking broadly, whether

bankers as a class are competent judges of good financial copy. I am inclined to believe that unconsciously the very nature of your business gives you what, for want of a better term, may be called a class or deckle-edge mind. Undoubtedly, you are living several strata above the general average run-of-mind public, and are subject to the rules of environment which influence human judgment. Your seat of power, your dignity and elevation, your lack of necessity to plow deeply in the field of average minds, all combine to give a fixed focus to your assessments of advertising values.

Successful advertising must be elastic. It must breathe the soul of those whom it is intended to influence. It must delve into the subtlety of mind of people of all classes. It cannot wear the same garb on all occasions.

Assuming that advertising conv. in its broad aspect, is designed for mass consumption, I can think of no better way of illustrating the necessity of flexibility in its appeal than by comparing it with the various kinds of department-store appeal. One store goes after the *bon ton* trade, with a quality appeal. The emphasis of understatement and restraint is its advertising policy. Another uses inch-high black type, assaulting the emotions rather than the judgment of its prospects. Two fundamentally opposed routes to action—both highly successful.

Financial advertising must recognize the force and expediency of both kinds, each in its proper place.

Bankers who are willing to go outside of their own personal experience in judging copy appeal, who recognize that a single idea

Portion of a talk delivered March 25 in Cleveland, before the Central Regional Conference of the American Bankers Association.

may be sold in a dozen languages, are the ones successful in their advertising.

Advertising failure may often be traced to giving the banker what he wants rather than insisting upon what experienced judgment demands.

Extended observation leads me to the conclusion that bankers, taken in the mass, lack merchandising instinct—in other words, selling sense. They regard their advertising as an adjunct, rather than an integral part of their functioning.

To me it is surprising that financial advertising succeeds as well as it does, when I consider the haphazard methods which too frequently hold in its application.

Deep down in your hearts, many of you regard your advertising appropriation as a necessary evil. You advertise with a question in mind as to its efficacy, because your competitor does.

Has it ever occurred to you that perhaps the growth of your institution has been due chiefly to the economic development of your community, rather than to the exercise of your salesmanship abilities?

Dotted throughout America are young institutions which are forging ahead of old competitors, because they dramatize in their advertising the business itch of their executives.

The answer is obvious. Moderate success has kept the stagnating banks in the valley of contentment, and they have awakened, too late perhaps, to the opportunity which was first theirs to ignite public imagination with the vitalizing spark of aggressiveness.

When the banker does not possess the special genius of capturing the public imagination, it is pertinent to ask what type of man should be selected for the job. Successful advertising cannot be produced by immature minds—the man who interprets the bank must himself have lived through the gamut of human experience before he can present with dramatic emphasis the shades and highlights of the story. He should have

enough banking experience to tell the bank's story with elemental simplicity—and that is no easy job.

I submit that the bank advertising man who has not enjoyed the exquisite ecstasy of saving his first thousand dollars, a dollar at a time and under adverse circumstances, cannot hope to pump as much red blood into his story as the one who has.

The bank advertising man who has not "made one heap of all his winnings, and risked it on one turn of pitch and toss, and lost and started again at his beginning, and never breathed a word about his loss," is wholly incapable of an intense appreciation of one of life's most common tragedies, which has been met by multitudes of those to whom the message is addressed.

If he has not "walked with crowds and kept his virtue, or talked with kings nor lost the common touch," then his perspective and his interpretation will be but superficial and obviously patent even to the mind of the most obtuse prospect who has been through the mill.

#### "THAT FELLOW'S BEEN THERE" COPY

Successful advertising copy is the kind which automatically brings to the mind of the reader the thought, "That fellow's been there."

I submit that this human quality, this touch that makes the whole world kin, can be born only through living experience, and until your advertising has the "you" rather than the "us" flavor, it will drag in the rut of mediocrity.

Your advertising will never create or sustain what you do not feel. If you believe that your advertising will never be successful, or only moderately successful, be sure that this is the answer for you, because successful advertising is only the outside evidence of your inside belief.

Your advertising cannot surmount the lethargy of inert contact men in your institution. The obituary of many a fine appropriation is chanted by the mechanical



# AGE GROUPS

## *The Age of Heads of Families Offer a Valuable Index to Buying Activity*

The active buying age is between 20 and 50. After fifty is reached, the tendency is toward conservative buying. Response to selling appeal is most active during the more youthful years.

73.37% of the heads of Altoona families are in the active buying period under fifty years of age.

73.17% of the heads of Mirror families are in the active buying period under fifty years of age.

The Mirror has a daily home contact with 81.26% of the families in the active buying period.

Altoona's other newspaper has a daily home contact with 23.87% of the families in the active buying period.

## ***The ALTOONA MIRROR***

**ALTOONA, PENNSYLVANIA**

*Business Direct*

**FRED G. PEARCE, Manager of Adv.**

voice of indifferent clerks. They are the spark plugs which fire or miss, and determine whether your advertising engine is purring, loping or back-firing.

Advertising, in itself, will not create *esprit de corps* in the internal organization. It cannot illuminate it.

What you say in your printed announcement is intensified or nullified by the men and women in your institution who come in contact with the public. A very vital fact, which should always be borne in mind, is that the public status of your institution is determined primarily by *impression* rather than by *accurate* knowledge.

The general public does not have a figure mind. The adept handling of your customers by the intelligent application of personality is more potent than the commanding weight of your assets.

This is too little understood by bank executives, whose training, experience and association automatically weigh values in the figure scales.

I submit that it is as important for growth to keep the friendliness and personality of contact men at par, as it is for safety to keep your assets at par.

I had an illuminating experience not long ago, with an otherwise intelligent clerk, who informed me, with considerable "static," when I asked him to do something, that he was not working for the advertising department. He failed to grasp that the advertising department was an integral part of his own department. His vision was not on the horizon, and he never suspected the intimate relationship between advertising and the growth of his own job.

Am I fair in claiming that a prevalence of this conception, on the part of the internal organization, is due largely to the lack of insistence on the part of you executive officers that advertising be woven into the warp and woof of the pattern of your policies?

It is a truism, well understood in the marketing of commodities, that the crux of selling effort focuses at the point of contact with the customer.

How often have you gone into a drug store and asked for a standardized article, only to come out with something else in your pocket, being pushed by an alert clerk under the impetus of a small premium.

I contend, from extended observation, that the personal relationship between the executive officers and the clerks in the banking business is too remote. Momentum in growth cannot be attained without the closest kind of co-ordinated effort. Your internal organization is your sole distributing force for the good-will and public acclaim for which you are all striving.

Advertising will not produce its best results until your force, to the last office boy, is saturated with a thorough understanding of the bank's larger policies, and spurred by the enthusiasm which marks the close-knit sales organization marketing *tangible* commodities.

#### MERCHANTS OF IMPRESSIONS

You are merchants of impressions. It is pertinent to this discussion for me to ask you how many of your contact men and women would survive the personality test which major marketing organizations apply to their sales force.

The proneness of the banking mind to assess the value of help in accuracy and mechanical efficiency, too frequently warps your perspective on the personality equation, which builds or blights public mental reaction.

In my travels among the banks, it is a common question of minor employees, "How, in heaven's name, can I get out of this rut?" That question contains the seed of ambition.

It is my firm opinion that banking America has not sensed, does not explore far, and is not paying the market price for that intangible, yet vital, sales sense in its rank and file.

I can point to innumerable examples, and your experience will suggest hundreds of other cases, where bank employees have stepped into other lines and highly

The **net paid daily average** circulation of the Canton Daily News as certified to the Audit Bureau of Circulations for the period ending March 31, 1927, is—

# 36,464

A GAIN OF

# 8,747

over the same period ending March 31, 1926. This is more than five times the gain made by any other Canton newspaper.

THE growth of the Canton Daily News has been continuous and steady over a period of years as evidenced by the comparison of net paid daily averages for the months of March for the past five years. These figures are from monthly A. B. C. statements.

MARCH 31, 1923 — **21,691**

MARCH 31, 1924 — **24,422**

MARCH 31, 1925 — **25,243**

MARCH 31, 1926 — **28,699**

MARCH 31, 1927 — **37,104**

The News dominates its field with the **commanding net paid circulation**, and has the **outstanding reader interest** as evidenced by its **own continuous growth**—without promotion—and **its success in civic accomplishments**.

## The Canton Daily News

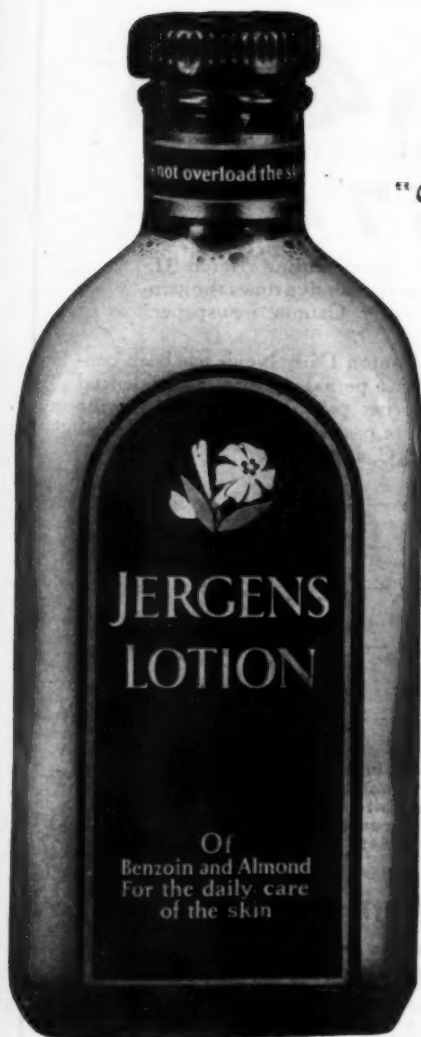
EVENING AND SUNDAY

CANTON, OHIO

*National Representatives*—I. A. KLEIN, New York and Chicago

A. J. NORRIS HILL, San Francisco and Los Angeles

*But ~ it is WORTH the*



"THERE is no doubt that you have several million women in this country sold on the Good Housekeeping Seal, and we are willing to continue, at quite a little expense, to put it on every package of Jergens' Lotion."

—H. M. MANSS,  
The Andrew Jergens Co.

GOOD

BOSTON

# THE EXPENSE

EVERY year manufacturers spend thousands of dollars to place Good Housekeeping "Tested and Approved" Seals on their products. Millions are used in label form as on the bottle shown here. Millions more are imprinted directly on cartons and wrappings. One manufacturer alone uses the Seal on fifty million (50,000,000) packages yearly.

It is the *acceptance* of Good Housekeeping's endorsement that makes this Seal so valuable to manufacturers. It is the faith women have in Good Housekeeping and their Good Will, years and years in the building, that is given so freely to products advertised in its pages.

If you doubt, merely ask any woman whose opinion you respect: "What does Good Housekeeping mean to you?" Then you will know better why there are more products advertised in Good Housekeeping—more pages of advertising used—than in any other leading woman's magazine.



# HOUSEKEEPING

ON

CHICAGO

NEW YORK

SAN FRANCISCO

# THESE ARE THE FACTS *the moral is . . .*

THE *Forum* has always had its share of articles reprinted in the newspapers. The *Forum* knows what is timely and what will interest people. Last November all records were topped—847 newspapers reprinted *Forum* articles in their columns. That is pretty good.

But in December that record was bettered—926 newspapers reprinted articles from the *Forum*. 926 newspapers . . . 259 columns . . . 5439 inches . . . these are the facts . . .

. . . and the moral is . . .

The *Forum* is a magazine of discussion read by live, interested people. They have keen intelligence. They can think for themselves. They must necessarily be responsive to what they read, and certainly they constitute an audience well worth reaching.

There are 75,000 *Forum* readers. Are you going to put your advertising message before them in 1927?

# FORUM

Edited by HENRY GODDARD LEACH  
247 Park Avenue, New York

capitalized their ambition and personality. Is the banking business too puny to absorb and promote this capacity?

I suggest that when you set up your next advertising budget that you make a survey of the personal qualifications of your employees, their ability, as George Cohan says, "to leave them laughing when they say good-bye," to pay generously for this vitalizing and rare attribute, and to make it your first charge against advertising. Any sane advertising man will tell you that it will be your best advertising buy of the year.

Many directors in many of your banks consider that they have discharged their personal obligation to advertising generously when they have approved the budget. Directors, supposedly key men in their communities, if they have a balanced sense of their responsibility to their institutions, will be a walking interpretation of the bank's advertising policy.

In the mercantile world, directorship capacity is weighed, not only in terms of their ability to maintain efficient production, but primarily for their power to enlarge the market for the finished product. In your case, that product is public service. To the mass mind, the *technique* of its creation is an incident. Yet how many bank directors, in their pride and concentration to have an imposing factory, and safe and sweet-running production machinery, give major thought to distributing the finished product? Wherein is their problem different or their responsibility less than in an ordinary manufacturing business, shall we say?

If I am safe in the premise that American banking has a major problem of distribution before it for solution, how many of its present executives would be *shop foremen* and how many in the sales manager's chair?

The essence of what I am trying to convey is that American banking, in its successful eagerness to perfect the machine, is still in rompers when it comes to interpreting and explaining to the

lay mind the many uses and necessities of what it creates.

### W. W. Brown Heads Northern Hardwood Sales Company

W. W. Brown has been appointed general manager of the Northern Hardwood Sales Company, recently organized, with headquarters at Chicago. He has been in the lumber business for twenty-five years and for the last seven years has been head of the W. W. Brown Lumber Company, Chicago.

Charles A. Goodman, of the Sawyer Goodman Company, Marinette, Wis., is president of the new organization which was created as a result of changed conditions in the hardwood industry due to mergers in many of the consuming lines and the buying of lumber in enormous volume through one instead of many purchasing departments. It will now be possible for the Northern mills collectively to handle this volume of business through the medium of one selling agency.

### New Accounts for the E. T. Sadler Agency

The Mid-Continent Petroleum Corporation, Tulsa, Chicago and St. Louis, the Automobile Rotary Life Company, Chicago, the Leader Iron Works, Decatur, Ill., manufacturers of water systems, tanks and oil equipment, and the Detex Watchclock Corporation, Chicago, have placed their advertising accounts with The E. T. Sadler Company, Chicago advertising agency.

### Seattle Dairy Plans Coast-wide Campaign

The Western Dairy Products Company, Seattle, is planning a coast-wide newspaper advertising campaign, the initial copy of which will feature a \$2,000 prize contest to select a new name for its ice cream. This company has appointed the Botsford-Constantine Company, Inc., Seattle advertising agency, to direct its advertising account.

### American Safety Razor Profits

The American Safety Razor Corporation, Brooklyn, N. Y., and subsidiary, makers of Ever-Ready, Gem, and Star razors, report a net income of \$1,014,843 after depreciation, Federal taxes, etc., for the year ended December 31, 1926. This compares with a net income of \$1,080,216 for 1925, and \$1,020,971 for 1924.

### W. F. Davie, Vice-President, Berger-Jenkins & Oberg

William Ferguson Davie, formerly advertising manager of the Central Shoe Company, has been made vice-president of the Berger-Jenkins & Oberg Company, St. Louis advertising agency.

## The Dignity and Duties of the Advertising Profession

(Continued from page 89)

spirit. The short-sighted will try to destroy a machine civilization because it has up to date been our master. The far-sighted will develop a machine civilization and meet the challenge to become its master, using it for the increase and enrichment of life.

But the ultimate dignity of the advertising profession must depend upon the faithful facing of certain duties. I suggest four such duties.

*First*, the duty to use slogans honestly.

An ancient and accredited adage says that actions speak louder than words, but I doubt it, for signs accumulate that modern mankind follows the talker rather than the doer. We are a word-ridden people. We worship words. We give our votes to words. We accept words as a substitute for works.

In the heat and hysteria of crises we allow our hatreds and our loyalties alike to crystallize around words that ever after arouse hatred or loyalty by their mere utterance. Bolshevik! Socialist! Radical! Reactionary! Fundamentalist! Modernist! Safe and Sane! Unsound! Internationalist! Red! Patriotic! These and a hundred other epithets determine our attitudes toward men and measures. Most of us simply do not go beneath or beyond the label of a thing. We take tags too seriously.

This is why it is important for us to overhaul our vocabularies periodically. Words that are used in controversies should be given a vacation when the controversies are over; otherwise they poison our spirits and pervert our thinking; they carry the meanings and misunderstandings of the old controversies over into new discussions. It is a hard task to keep language close to living reality, but the soundness of our civilization depends upon it.

A man of fanatic enthusiasm for

his new-found hobby was trying to convince Anatole France that the key to lasting peace on earth was the adoption of Esperanto as a universal language. But Anatole France was cold to the call of this manufactured language.

"Ah! no," he said, "for your Esperanto is not born of suffering and joy as the varied languages of earth have been. It has not been wailed or sung by human souls. It is a mechanism constructed by a scholar. It is not life. How can the language of a grammarian rival a living language, to which millions upon millions of men have contributed their sighs and groans, a language in which we perceive at the same time the great guttural cry of the people and the chirping of the pretty linnets who twitter in drawing rooms, a language in which we hear the humming of every craft, the roar of every revolution, the sound of every form of despair, and the murmur of every dream?"

But the language of dead controversies, the catch words of obsolete causes, and the prejudice producing labels that the demagogue hurls at his opponents are further from reality than any merely manufactured language that a grammarian might construct.

We may be betrayed by language; it behooves us to be on guard against the Judas-words in our vocabulary. And upon whom can this duty rest more directly than upon advertising men who make so many of our slogans?

*Second*, the duty to educate the nation in the uses of prosperity. I said earlier that the really great advertising man must be as much interested in increasing the sanity as in increasing the size of consumption. The advertising profession, for good or for ill, is educating the nation in the uses of prosperity. I wonder whether advertising men realize the responsibility this puts upon them?

"Sweet are the uses of adversity," said Shakespeare. And since then, as before, mankind has held tenaciously to two theories: Poverty is a spiritual tonic. Pros-



## *A Noted Author*

attributed the very satisfactory sale of a new book not only to the worth of its contents but, also .... "the clear paper used and the thought given to its typography" .... Can it be that book publishers are more alert than are advertisers to the necessity for skilled typography?

. . .

Ladies and gentlemen both prefer the blonde type of advertisement instead of the heavy brunettes who have occupied our advertising columns much too long



*Wienes Typographic Service*

203 WEST FORTIETH STREET, NEW YORK

PHONES: LONGACRE 7034-7035

perity is a spiritual poison. As machine production and mass output have made increasingly possible the rapid accumulation and wide diffusion of wealth, a vast literature of fear has arisen to ask whether our civilization will lose its soul in its prosperity. Will our morals be able to master our millions?

There is, I think, something unsound in our easy assumption that poverty is, in itself, good, and prosperity, in itself, bad for our spirits. Poverty is neither moral nor immoral. Prosperity is neither moral nor immoral. Poverty and prosperity are alike challenges; everything depends upon our reaction to their challenge. Poverty can either make or break a man. Prosperity can either make or break a man.

Ancient man accepted poverty as a fact and elaborated a whole literature on the uses of adversity. Modern man must accept wealth as a fact and elaborate a literature on the uses of prosperity. Poverty and prosperity are alike a sort of Judgment Day that separates the sheep from the goats; the weaklings cannot stand either poverty or prosperity; the strong can stand either. The man of sound fiber will not grow sour under poverty. The man of sound fiber will not grow soft under prosperity.

Poverty is ancient. Prosperity is modern. This means that mankind has had a longer schooling in the uses of adversity than in the uses of prosperity. Man is a professional in meeting the temptations of poverty. Man is an amateur in meeting the temptations of prosperity.

The prosperity of modern civilization calls for a new moral guidance. "There is not and never has been," says Thomas Nixon Carver, the distinguished Harvard economist, in a recent issue of *Current History*, "a religion or a moral discipline that fortified the prosperous classes against these new dangers as the old religions and moral disciplines fortified them or their ancestors against the old dangers. Consequently, every aristocracy which the world has

ever known has been a decaying aristocracy, not because it was an aristocracy, but because it was too prosperous. . . . When all classes become prosperous, all alike will be attacked by the same enemy, and all alike will be in need of experience, moral discipline, or religion to fortify them against the new danger."

The uses of prosperity—here is one of the major problems of modern ethical leadership. And advertising men will do much to determine its solution.

*Third*, the duty to socialize the idea of business success. It is a wise nation that knows its own bolsheviks. The most dangerous bolsheviks do not wear red neckties or write radical pleas. Someone should sound the tocsin for a new kind of bolshevik hunt—a hunt for unsuspected bolsheviks.

Years ago, wordy but wonderful old Thomas Carlyle was pleading with the preacher to fire his shots at the real enemies of authentic righteousness and redeem his pulpit from the futility of sham battling. In that memorable appeal, Carlyle said, "This Speaking Man has indeed, in these times, wandered terribly from the point; has, alas, as it were, lost sight of the point. . . . Could he but find the point again, take the old spectacles off his nose, and looking up discover, almost in contact with him, what the real Satan, and soul-devouring, world-devouring Devil, now is! Will he discover our new real Satan, whom he has to fight; or go on droning through his old nose-spectacles about the old extinct Satan; and never see the real one, till he feels him at his own throat and ours?"

I should like to adapt this appeal to the business man. "This Business Man has indeed, in these times, wandered terribly from the point in his bolshevik baiting. Could he but find the point again, take the old spectacles off his nose, and looking up discover, almost in contact with him, what the real Bolshevik, and soul-devouring, world-devouring Bolshevism, now is!"

American business is harboring bolsheviks in its own ranks. The

# The *Resurrection*

EASTER commemorates the Resurrection of Christ, the restoration of His glory and splendor—and so the April 17th issue of Our Sunday Visitor will be concerned with this happy occurrence.



Prejudice! Sixty thousand non-Catholics read at least one issue of O. S. V. every month—paid subscribers who write us their appreciation of what we say and how we say it!



Your advertisement reaches 28,571 homes per dollar invested in a one-inch space in Our Sunday Visitor costing \$17.50—a profitable buy for many advertisers!



Our feminine readers have told us that they like our latest continued story—Letters to Julia—an excellent inspirational story for young brides.



What have Catholic folks done for America? Scannell O'Neill answers this question with a long list of hundreds and hundreds of Catholics who have served the good old U. S. A. in many capacities.



Attention insured! Because Our Sunday Visitor is only a four-page publication, your advertisement is certain to secure reader-attention—and then it is up to your copy to SELL!

**500,000**

Weekly circulation makes Our Sunday Visitor the leading religious weekly in the United States. Advertising rate is \$1.25 per agate line. Published at Huntington, Indiana. Forms close 14 days in advance of date of issue.

Western Representatives  
**ARCH CLEMENT & SON**  
163 West Washington Street  
Chicago, Ill.

Eastern Representatives  
**HEVEY & DURKEE**  
15 West 44th Street  
New York City

# SPEED

THE phenomenon of American life today is speed. Not the mere trite fact of our hustle and bustle in the streets, the office, the home. But the new fact—the rapidity with which an idea, a fad or a fallacy, a truth or a lie, can sweep the continent.

¶ It may be a game, such as the questionnaire, which had its hundred thousand fanatics within a week. It may be a wave of public opinion, like that which lately surged up to beat back the threat of war with Mexico. It may be a style, as in women's hats or coiffures.

¶ Cross word puzzles. Mah Jongg. Put and Take. They burst upon us. They spread. Some of them go as swiftly as they came.

¶ The same sort of thing is happening oftener every season, in industry, finance and trade. "Business has wings," says Earnest Elmo Calkins, writing in the *Atlantic Monthly*. "The business world has in a remarkably short time become almost fluid."

¶ Today's business man is speedier than yesterday's. Tomorrow's business man will have to be speedier than today's. Pondered decisions, slow, cautious distribution and leisurely advertising methods will not be equal to the demands of the period ahead.

¶ The means of communication—the newspaper, the

# SPEED

cable, wireless, air mail, telephone, motor transportation—set the pace of today. The advertising medium that is most useful to business must be ready to keep that pace.

¶ The Digest, in spite of the increase in size and number of copies printed weekly, continues, at extra expense, to adhere to the close schedule by which it reaches its readers everywhere *seven days after it goes to press*. Frankly devised for the service of readers, in order that they may have the news of the world speedily, this schedule is bound to be of greater service to the advertiser in the near future.

¶ In emergency you can order your advertisement on Wednesday and have it delivered, simultaneously in every part of the country, bound into 1,400,000 copies of a well-printed magazine, by Thursday—**EIGHT DAYS FROM YOUR MIND TO THE MIND OF THE READER.**

¶ This is—

*Immediate National Publicity*

## The Literary Digest

ADVERTISING OFFICES:

BOSTON  
Park Square Bldg.

DETROIT  
General Motors Bldg.

NEW YORK  
354-360 Fourth Ave.

CHICAGO  
Peoples Gas Bldg.

CLEVELAND  
Union Trust Bldg.

bolsheviks of business do not, however, hail from Russia and they are, in the main, innocent either of radical purposes or of radical programs. The real bolsheviks of business fall readily into two groups.

First, those who are apostles, not of red theory, but of red tape.

Second, those whose blundering administration put the balance sheet of a business in the red.

These are the men who give us the bolshevism of blundering—a bolshevism more sinister than the bolshevism of bombing. We have yet to appreciate fully as a nation that a business must be successful before it can discharge its full social responsibility to the commonwealth. We rightfully keep an eye on startlingly successful businesses. Power always carries with it the temptation to its own prostitution. Private business has its public duty, and any people has a right to keep business reminded of this fact. But some day we may think that society should be just as prompt to investigate a business that fails as it is now prompt to investigate a business that succeeds signally. For, after all, a business that blunders is a business that rendered itself incapable of discharging its duty to society.

*Fourth*, the duty to merchandise modern thought. Since the war superstition has been trying to get science on the run. All sorts of obsolete opinions, dead dogmas, irrational inhibitions, silly superstitions, and foolish fears have come out from under cover and inspired crusaders whose leaders seek to convince the public that modern science is undermining all that is high and holy, all that is sound and sane in life.

The scientists and the scholars must share the blame for this. All the sciences have lying, relatively unused, in their laboratories socially usable ideas that would, if really used, lift the whole tone and temper of American life. Unfortunately many of these ideas are today buried under the jargon of technical scholarship and effectively insulated from contact with our common life. Now and then fit-

ful and fractional glimpses of these ideas filter into the press and are immediately pounced upon by demagogues who misinterpret them and use them as ammunition in a misguided warfare against the whole helpful output of the modern mind. If we are to save the results of scientific research from slander at the hands of demagogues or from sterility as the private luxuries of highbrows, there must be some soundly conceived attempt to winnow out the net social and spiritual contributions of scientific research from the chaff of attendant detail, and then these contributions must be translated into the common tongue.

Scientific research may unearth and amass all of the necessary raw materials for a great renewal of American life, but these raw materials will be about as valuable as so much sawdust if they lie unused in our laboratories or remain buried in technical reports that none save the super-educated can understand.

And these results of scientific research will never be used in any broadly effective way until the man in the street has at least a bowing acquaintance with them. We must somehow find ways and means for thrusting the results of scientific research into the stream of common thought and for making them the basis of our public policies and social procedures. The scientist is the hope of civilization, but his contribution does not become a social asset until it gets beyond the stage of inarticulate accuracy. The victories of intelligence will remain insecure and liable to periodic defeat by strange revivals of superstition and intolerance, unless we can manage to match the evangelism of superstition with an equally effective evangelism of science.

Because of all this, the most useful man in America today is the occasional scholar-genius who combines the burrowing qualities of the mole with the singing qualities of the lark, the man who is master alike of the science of research and of the art of expression. But these scholar-geniuses are few and far between. If you

don't think they are, just knock off from your job for a year or two, achieve the necessary foolhardiness, and become a university president charged with the job of recruiting and replenishing a faculty.

Is it too Utopian to hope that the advertising profession which has become so expert in giving wide currency to salable things may some day harness its expertness to the task of giving wide currency to the whole creative output of modern thought and investigation?

I wish every advertising man in America would read James Harvey Robinson's little book on "Humanizing Knowledge"—and see in it advertising's commission for its biggest possible contribution to civilization.

I do not speak merely as an academician anxious to see the wares of his colleagues hawked in a wider market. I speak feelingly of this challenge to merchandise modern thought because up to date humanity has used the fruits of its science and its thoughts, not for construction but for destruction, not for peace but for war.

Science for War! This has been the unconfessed slogan of the old statesmanship. Science or War! This must be the undisguised challenge of the new statesmanship.

Let me give you an unforgettably grim and ghastly picture drawn by the distinguished French scientist, Charles Richet.

"Humanity," says M. Richet, "is like a sultan who has two wives. One is young, beautiful, and healthy, radiantly graceful, and sweet, with a musical voice, dazzling charms, and eyes alight with tenderness and love. To her husband she gives pleasure, mirth, and serenity.

"She is Science.

"The other wife is a dirty old hag, abject, bleary-eyed, a walking skeleton. She has only a few scanty tufts of gray hair thick with vermin, toothless jaws and fetid breath, a body ravaged with disgusting ulcers and covered with filth. She is violent, full of lies

and fury, given to fits of frenzied rage; she foams and bites; she roars instead of speaking. Even from afar she stinks.

"She is War.

"And yet, nevertheless, she is the favorite wife of this egregious fool. He decks her with the most precious jewels, and robes her in the most sumptuous stuffs. He inhales her deadly breath and presses his lips to her decaying gums; he licks her festering sores; he kisses her foul feet; he swoons with love before this sinister creature and compels the other to be her abject slave. Oh, men of taste! How will you judge this sultan?"

We have hammered science into a sword of war. We must harness science as a substitute for war. In the past science has but perfected our technique of social suicide. In the future science must be recognized and utilized as the tool of our social salvation. Science has worked out enslavement. Science must be made to work our emancipation.

It profits humanity nothing that vigorous intelligence develops science if the vested interests of hatred, intolerance, shortsightedness and self-seeking dominate politics and turn science into a weapon of destruction.

Here is the task of the new statesmanship that underlies all its other tasks—the moral mastery of science. And in this task the advertising profession can play a creative part, if it is big enough to look beyond its commissions and its copy.

### Advanced by Ward Line

A. G. Heinsohn, assistant general passenger agent of the Ward Line, has been made passenger traffic manager in charge of advertising, with headquarters at New York. W. C. Campbell, who has become general passenger agent, will work with Mr. Heinsohn on the advertising.

### R. T. Willigan Joins The Capper Publications

Robert T. Willigan, for many years with The H. K. McCann Company, has joined The Capper Publications as a member of the New York staff of the Capper Farm Press.



## *The magazines that every*

**R**AILROAD men associate and hobnob mostly among themselves. They're interested in their work, their railroad and their fellows. Therefore, their own company magazine has first call on their attention. It takes precedence over all other magazines—including even the daily papers.

They want to know who is promoted, who is transferred, which old timer has retired to a chicken farm in California, how old the new superintendent is, and who attended the last departmental picnic—family stuff, you might call it, but highly important to the railroad employee because it fits in closely with his social and business life.

The railroad employees are the aristocracy of

*The* **KELLOGG**  
of Railroad Employee Publications





## *railroad man reads first!*

American industry. They earn and spend annually 3 billions of dollars—and they will buy your product if you advertise to them consistently in their own publications.

You can reach 653,119 of these prosperous people through The Kellogg Group—a market worth to merchants and manufacturers \$90,000,000 a month—*upwards of a billion a year!*

And you cannot reach them so economically any other way.

**\$1960 a page  
653,119 circulation**

Put The Kellogg Group on your list now, advertise your goods to those who can buy. Rate card on application.

# GROUP ~ ~ ~

418 South Market St., Chicago

# Advertising Helped Quintuple Greeting Card Sales

The Story Back of The Greeting Card Association and How It Got the Co-operation of Dealers

By R. W. Hicks

Secretary-Treasurer, The Greeting Card Association

WHEN, in 1918, manufacturers of greeting cards faced a condition which threatened seriously to impair the growth of the industry, they turned to advertising. Not only did immediate advertising preserve the industry but, continued every year since that time, it has been a major factor in building sales of greeting cards from approximately \$10,000,000 to \$55,000,000 annually.

The story of this advertising is in part the story of The Greeting Card Association, and though neither the advertising nor the association is enormous—because the industry is young—this organization's success is considered outstanding in the field of association advertising.

A similar group in Great Britain, having no connection whatever with the American organization, has copied its plans, has adopted its methods and has used its slogan, "Scatter Sunshine with Greeting Cards." The story of the industry and its advertising may be helpful to other industries.

Before 1918, there was comparatively little American production of greeting cards. At that time most cards used in this country were made abroad. England is given credit for the first known cards and, with Germany, it largely supplied the needs of the United States until the World War. When the war came, there were a few manufacturers in America turning out this product and operating a rather hit-and-miss business.

When hostilities stopped importations of cards, however, these few American producers felt that they had an opportunity to develop their business. An association was formed. But before much could be done about expanding, a con-

siderable antagonistic sentiment was created through the public press regarding cards of all sorts. The thought was that cards were a waste and that money spent for them might better be used for war purposes.

Manufacturers seized on this argument, however, and turned it to their favor. They felt that cards could play a part in keeping up morale, and they decided to do something to combat comment unfavorable to the industry. In 1918 the name of the association, which was composed of about twenty-five card producers, was changed to The Greeting Card Association. This association planned to show that cards could do two things: First, keep up the spirits of the people at home, and second, they could be used to remember the boys in service and keep up their spirits, too.

The group decided to advertise, and each manufacturer gave what he thought he could afford toward a campaign which would bring out these two points. The shares borne by the original men in the association varied from \$250 to \$10,000.

## IMMEDIATE RETURNS

Returns were immediate, for sales of greeting cards doubled in 1918. This increase over 1917 naturally was not due entirely to advertising, for the reason that importations of cards had stopped completely and so American sales expanded. But when the adverse criticism that had to be overcome is considered, the campaign's part in the increase was an important one.

Large national magazine space and some trade magazine advertising were used. And because sales volume was something tangible by which to judge the results of this

advertising, manufacturers in the association increased their advertising appropriation for 1919. An increase has been continued each year, and the total advertising expenditure for the coming year is \$125,000.

The 1918 advertising helped to save the industry, and on the basis of actual accomplishment the association sold itself to other card manufacturers. Today there are about thirty-five members in the group. The total business of these manufacturers makes up 75 per cent of the greeting card production in this country.

The first plan which this association worked out to bring about close contact with the dealer was one that made the local man an associate member. About 600 merchants were brought into the organization, but even this small membership fell off. The retailer felt that the advertising and merchandising of greeting cards was the manufacturer's own problem. The dealer was willing to use advertising, but he did not feel that he should pay for it.

However, dealers apparently were inclined to buy from association members, all things considered. Therefore it was worth while for the association to continue its advertising efforts, even without active dealer help. So, because of this willingness on the part of retailers to support manufacturer members, as well as because of the retailers' unwillingness to get mixed up in general problems, it was decided to make the organization exclusively a manufacturers' group. In 1922 the retail associate membership was abolished. Meanwhile a new move toward co-operation had been started with the retailer, one which has been kept up ever since. In 1920 a sum of money was appropriated for use in supplying dealers with store helps. Since then, an average of about \$20,000 a year has been spent for material which will aid sales right in the merchant's shop.

The first list of dealers to receive these helps was made up from names sent to the association office by individual manufacturers.

This master list is kept absolutely confidential, and no member is allowed even to see it.

Before touching on the material sent to the retailers, let me say another word about this master mailing list, because the keeping of such a file is apt to be very much of a problem with any association.

#### CUTTING THE LIST

We quickly found that our list became unwieldy, rapidly increasing in size until it contained 18,000 names. We tried various means to cut it to proper proportions, such as asking members to help in revising it. Once, when it had climbed to 15,000 names, we wrote to members to send in a complete new file. We then hired four or five girls to check over these separate listings. When the girls were through, they found 30,000 names on this master list, for manufacturers had merely sent in names—names of good accounts, names of dead accounts, names of prospects.

Eventually we were forced to take an arbitrary stand, and at the time the master file reached the 18,000 mark, we sent out a letter to each retailer on the list with a return card that made it very plain that only those dealers who returned the card would stay on the list and receive future helps. This plan worked. The list went down at once to 10,000. We have found that it climbs up to about 12,000 during the course of each year, so annually we check up by letter and return card.

Dealer helps go out free to stores several times a year. Regular greeting card seasons are followed in sending out this material, helps being planned to be of assistance during the big selling periods. In January, helps prepare the dealer especially for Valentine's Day, but at this time he also gets material to aid in selling birthday and so-called "everyday" cards. In March we prepare him for Easter and Mother's Day. August is the preparatory period for Christmas, and October is the final time for Christmas and New Year helps. We always prepare 12,000 pieces

# The Cheapest Quantity—

When you buy advertising you pay  
for *total* circulation

What you get for your money is  
only that part of the circulation  
which reads your advertisement

## What Does Circulation Cost?

*Cost per 1000 Readers Based on Page Ads:*

	If one-half readers read one-half the ads.	If 10 per cent. read your ad.
New York Times	\$27.12	\$67.80
Chicago Tribune	13.76	34.40
Ladies' Home Journal	31.24	78.10
American Magazine	9.44	23.60
Literary Digest	13.40	33.50
Liberty	9.08	22.70
Form Letters	80.00	400.00

**CAPITOL PROJECTOR—All reader**

**Circulation.....\$2.00 per thousand**

*Only adult readers are counted for  
CAPITOL CIRCULATION*

Spread No. 2 of a series of 5  
spreads in 5 successive issues of  
Printers' Ink—April 7th, April  
14th, April 21st, April 28th and  
May 5th—telling the story of—

**CAPITOL  
MACHINE CO., INC.**  
100 E. 42nd St., N. Y. City

Gentlemen: Please send me the com-  
plete story of Advertising that really sells.

NAME.....

ADDRESS.....

**Advertising**  
that really  
**Sells**

Ashland 6881

## —a quality—Circulation Money Can Buy

### CLINTOCK MOTION PICTURE DISPLAYS, Los Angeles

"We had the General Appraisal Co. make a certified count of the actual readers who stopped before the machine, and were very much pleased to learn, and secure their certificates, that more than **6,000 PEOPLE ACTUALLY RECEIVED THE MESSAGE** being projected each day. . . ."

### ALEXANDER OF THE BARBASOL COMPANY:

"I have made a number of counts and the average for all locations in Indianapolis for a day of 10 hours, has been **2,500 WHO ACTUALLY READ THE MESSAGE THROUGH**. . . . This does not include children."

### S. NAVY, MINNEAPOLIS STATION:

"Is is estimated that a group of **50 TO 60 PERSONS** were viewing the exhibition in the window of the Powers Mercantile Company at all hours of the day."

### INOIS GLASS CO.:

" . . . **IT DRAWS SUCH CROWDS OF PEOPLE** that once you get out of our booth you had to wait for an hour to get back in again."

### RD MOTOR CO., Chicago, Ill.

"**THIS ATTRACTED SUCH A CROWD** in front of the dealer's showroom and proved to be such an excellent advertising medium, that we are wondering if others of our dealers could be interested in buying one of these projectors."



Unnecessary to guess. You can count the circulation yourself.

of each sort, to take care of the year's expansion in the master list.

In all material sent out, we try to give the greeting card business a real tone. The free helps are high-class pieces whether they are window strips or counter cards. So are the pieces for which the dealer must pay.

Paid-for material, some of which is sold to the dealer at cost, constitutes a large part of the group's assistance to the trade. This is sold on the theory that the retailer will use what he pays for, and so with practically every shipment of free helps there goes a letter telling about material which can be bought. Or we enclose a booklet called, "How to sell more Greeting Cards" that offers "a supply of sales-making material which has been carefully tested over a period of time and which is based upon the results of long experience of many greeting card dealers."

This booklet offers dealer envelopes for enclosing sales; a book called "Greeting Cards—When and How to Use Them"; another booklet "Forget-Me-Nots," that has space for jotting down days to remember; easels; electrotypes; posters and lantern slides.

How we impress the dealer with the opportunities offered by these paid-for helps, at the same time sending him free aids and checking up on our lists is illustrated by the last October letter, in the form of a four-page folder:

The biggest greeting card season of the year is just ahead of us. Everybody buys greeting cards at Christmas time. You can get the lion's share of this business by putting your Christmas greeting card displays in your windows as early as possible.

Tell the buying public to do its Christmas greeting card shopping early. They have a bigger assortment to choose from and more time to look them over.

And don't forget the electrotypes for your newspaper advertising, and the lantern slide for your local moving picture theater, illustrated on the next page.

P. S. We shall gladly continue to send you this profit-making display material, but we do not want to send our helps to dealers who do not use them. Will you please fill in and mail the enclosed card? Thank you.

Inside this folder were reproductions of the electros and the

motion picture slide. The last page, listed the members of the association and described some of the paid-for material available to the dealer at special prices.

This retailer effort is backed by the national advertising of the association which, as with the schedule of dealer helps, is passed on by an advertising committee working on the appropriation made available by the executive committee.

Backing the association efforts is that of each individual manufacturer. We feel that the members do not want the association interfering with salesmen, and so our contact with members' men is made chiefly at the annual convention, the chief purpose of which is to acquaint the salesmen with what the association is doing to help increase the sale of greeting cards.

This year we put such information very graphically before the salesmen by giving each man an 8½ by 11-inch card on which were fifteen squares. Each square pictured something which the association had done in 1926 to increase sales. The first square showed a money bag with "Total expenditure \$120,000" written across it. The second square showed ten magazine covers with "\$85,000 Spent in Magazines." Then various helps were touched on, and the last square showed a bulging wallet. The text on this last square summed up the card: "All of which helped Dealers fatten their pocketbooks."

These cards, besides showing the manufacturer's salesmen what the group behind them is worth, are excellent for bringing the story impressively before dealers.

Although our advertising and work on the dealer have helped to build greeting card sales up to five times their former size, we feel that the sales surface has been only scratched. We feel that it is possible to go further in teaching the dealer how to do business and that work with him is capable of considerable development. Although we have no men in the field we are contemplating sending some out.

## Recent Trade-Mark Decisions by the Court of Appeals

*Washington Bureau  
of PRINTERS' INK*

THE perils of selecting common names for trade-marks and the necessity of establishing evidence of priority are clearly indicated by the latest decisions of the Court of Appeals of the District of Columbia. In the first case, the fact that the mark in question had been used so generally for a long time overshadowed even the question as to the similarity of the goods.

According to the Court's decision, the Patent Office had overruled the opposition of Louis Meyers & Son, Inc., to the registration by O'Callaghan & Fedden, Inc., of the word "Sunlight" superimposed on a portion of the sun with rays. The opposition proceeding was against the use of this mark for hosiery.

The decision relates that Louis Meyers & Son, Inc., was first to adopt and use the representation of the rising sun on gloves, but that in every instance the mark was used in connection with "Meyers" or "L. M. & Son."

The Patent Office held that the marks did not conflict, and that their use on gloves and hosiery was not likely to cause confusion in the trade. The Court of Appeals agreed with the Patent Office, and held that the case was controlled by the Court's decision in the case of the Patton Paint Company against Sunset Paint Company (53 App. D. C. 348; 290 Fed. 323), where it was said: "The word 'Sun' and representations of the sun have been used so long by business men in the making of trade-mark names and devices that neither one nor the other can be so exclusively appropriated by one manufacturer or tradesman as to wholly deny its use in any manner by others."

Therefore, the court held that O'Callaghan & Fedden, Inc., has the right to use the word "Sun" and the representation of the sun, "providing such use differs sufficiently from prior marks as to

render confusion in trade improbable," and added: "We think it has met this requirement."

Then, in confirming the previous decision, the court mentioned that the Patent Office found, as O'Callaghan & Fedden contended, that hosiery and gloves are goods of different descriptive properties, but held that it was unnecessary to determine this question.

The decision in the other case deals entirely with the establishment of evidence of priority, a subject that is frequently neglected by trade-mark owners, although the necessity has been frequently emphasized by trade-mark specialists. The Commissioner of Patents, in a trade-mark interference proceeding, awarded priority of adoption and use of the word "Snowflake," as a trade-mark for wheat flour, to the Hauck Milling Company. Then the Cadick Milling Company, which also claimed priority, appealed the case to the court.

It was conclusively established, according to the decision, that the Hauck company had used the mark since 1866. Supplementing oral testimony, the company produced contemporaneous documentary evidence "of a convincing character." This documentary evidence included a sales book, kept when the business was founded by the predecessor of the Hauck company, and the evidence was not challenged.

### A NINETY-YEAR-OLD WITNESS

The Cadick Milling Company relied solely on the testimony of two witnesses to establish an earlier date of adoption and use of the mark. The decision relates that one of the witnesses was about ninety years of age when he testified. He said that he was born and had always lived at Grandview, Ind., and that he remembered the erection of a flour mill there by a Mr. Wilbern, and when asked when that was, he replied:

"I think it was in 1858. Possibly about that time." Then the witness testified that he never had worked in the mill, and when he was asked what kind of flour the mill sold, he said:

"Well, I used the flour. I bought what they called Snow Flake put



**It Is Time that**  
*New Classification*  
*the* **BUSINESS**  
*in Distinction to the*

# American

THE PHARMACEUTICAL

*Will Be a Busi-  
 for Busi-*



The American Druggist, founded 1871, the second oldest magazine in the drug trade field, has been purchased by the International Publications, Inc.

This organization is affiliated with the company which publishes such magazines as Good House-keeping, MoToR, Town and Country, Cosmopolitan, and others.

The first issue will be July.

AMERICAN  
 119 West 40th Street,



*Space Buyers Added a  
to Their Magazine Lists*  
**MAGAZINE**

---

*Old Style Trade Paper*

**D**ruggist

BUSINESS PAPER

*ness Magazine*  
*ness Men*

A new editorial policy, a high standard of printing, art work, and illustration will give the drug trade field as fine and as interesting a magazine as exists in any field—general, class or trade.

Increased net paid circulation, a large type page for display advertising effective with July issue.

**DRUGGIST**  
New York, N. Y.



up in cotton sacks, mostly in barrels. Before that they retailed in cotton sacks here in the country, fifty pounds to a sack."

"When did you begin to buy this flour?" he was asked.

"Soon as they made it," he replied. "I couldn't give any date. I think in the fall of '58. I couldn't give the day of the month."

Subsequently, the witness said that the mill was run by a Mr. Wilbern until his death in 1882 or '83. "I don't remember the date." Then, on cross-examination, he was again asked whether the mill made any other brands of flour, and answered, "I think they did, but I can't remember for I didn't use it."

The other witness for the Cadick Milling Company was Henry Reilly, who was 70 years old when he testified and also a resident of Grandview having moved there in 1860. The decision relates that this witness testified that he went to work in the Wilbern Mill in 1864, and that the mill was then making several brands of flour, including "Snow Flake." He said further that he was connected with the mill until 1883, when he thought the sale to Cadick took place.

"We agree with the Commissioner," the decision states, "that the unsupported testimony of these two old men, as to events occurring more than sixty years previously, is not sufficient to establish priority."

In support of this conclusion, the decision cites several cases, and quotes from the decisions in the case of *Gaines & Company v. Rock Spring Distilling Company* (226 Fed. 531, 544), as follows:

"There is considerable volume of this testimony, but it consists almost wholly of unaided recollections of dates forty years old; and it is that class of testimony which, by decisions familiar in patent cases, the Supreme Court has refused to accept. True, there is in a trade-mark case no initial presumption of validity to be overcome; but the principles for determining the evidential value of

testimony cannot differ according to the subject-matter of the case."

### Porter-Eastman-Byrne Agency Adds to Staff

C. V. Dugan, formerly with the Brennan-Phelps Company, Chicago, has joined the Porter-Eastman-Byrne Company, advertising agency of that city, as a member of the service department.

William E. Gibson has joined the copy department. He was formerly merchandising manager of *Retail Furniture Selling* and was at one time with the advertising department of The Studebaker Corporation of America.

### Advanced by Walker & Company

Gordon Cooke, advertising manager of Walker & Company, Detroit, outdoor advertising, has been appointed promotion manager, to direct all promotional and publicity activities of the company.

R. P. Stewart, formerly in charge of sales promotion, has been made an account executive.

### J. D. Chappelle Joins National Outdoor Bureau

J. D. Chappelle has been added to the staff of the National Outdoor Advertising Bureau. He will cover Middle Western territory, with headquarters, for the present, at Cleveland. Mr. Chappelle has been with the General Outdoor Advertising Company and the former Thos. Cusack Company.

### James E. Rice Dead

James E. Rice, manager of the merchandising department of the Chicago *Daily News*, died last week. He had been with the *Daily News* for ten years and for twelve years before that had been with the *Chicago Tribune* and *Herald and Examiner*. He was sixty-four years old.

### F. F. Casey Joins LaPorte & Austin Agency

Frank F. Casey has become associated with LaPorte & Austin, Inc., New York advertising agency, as an account executive. He was for a number of years with Burnham & Fishler, Inc., New York.

### Pomona, Calif., Papers Merged

The Pomona, Calif., *Progress* and the Pomona *Bulletin* have been consolidated under the name of the *Progress-Bulletin*. The combined papers will be represented in the national advertising field by M. C. Mogensen & Company, Inc., publishers' representative.

J. C. CREAVER

*Has Been  
Appointed*

ADVERTISING  
MANAGER

*of the*



**American Druggist** Founded in 1871  
The Pharmaceutical Business Paper

119 W. 40th Street  
New York

*New England Representative*

**K. B. HURD**

*5 Winthrop Sq., Boston, Mass.*

*Western Representative*

**R. A. HOEFER**

*712 Hearst Bldg., Chicago, Ill.*

# Bringing Baltimore News

## Circulation:

### For March

Average Net Paid  
Circulation

THE NEWS . . . . . **137,695**

The Evening Sun . . **129,132**

### For Six Months

Oct. 1, 1926 to Mar. 31, 1927

THE NEWS . . . . . **130,287**

The Evening Sun . . **127,031**

The News Has The Largest Circulation  
Any Baltimore Evening Paper Ever Had  
For One Month Or Six Consecutive Months

H. A. KOEHLER  
929 Hearst Bldg.  
Chicago

K. J. NIXON  
82 Marietta St.  
Atlanta, Ga.

Rodney E. Boone  
9 E. 40th

L. C. BOONE  
Book Tower Bldg.  
Detroit

General M  
New York

S. B. C  
5 Win

# Temper History Up to Date

## Advertising:

### For March

Lines Local  
Advertisements

THE NEWS Gained **32,089**

The Evening Sun Lost **72,544**

The Post Lost . . . . . **34,125**

### For Six Months

Oct. 1, 1926 to Mar. 31, 1927

Lines Local  
Advertisements

THE NEWS Gained **182,148**

The Evening Sun Lost **270,616**

The Post Lost . . . . . **202,342**

General Manager National Advertising  
40th New York

S. B. CHITTENDEN  
5 Winthrop Square  
Boston

F. M. Van GIESON  
541 Monadnock Bldg.  
San Francisco

FRED H. DRUEHL  
136 St. Paul St.  
Rochester, N. Y.



## Goldmann Service— and You

On the subject of responsible printing service may we direct your attention to the fact that our range extends from calling cards by the hundreds to multi-color catalogs by the millions—from the planning and complete execution of a single, simple direct-mail piece to an entire campaign of any magnitude.

At this plant, where printing and direct-mail advertising of every description is produced, there is some phase of service which should appeal particularly to you.

ISAAC GOLDMANN COMPANY

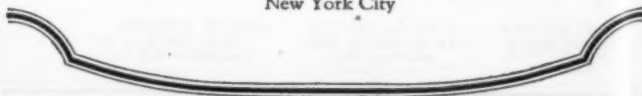
ESTABLISHED 1876

*"Printing of Every Description"*

80 Lafayette Street

New York City

Phone Worth 9430



## The Answers to the List of Fifty Slogans

On page 36 there appears a list of fifty slogans. The products which these slogans advertise are listed below.

1. Sweet Caporal Cigarettes
- \*2. Packard Automobiles
3. Goodrich Tires
4. Simmons Beds
- \*5. Life Savers
- \*6. Old Dutch Cleanser
7. Pro-Phy-Lac-Tic Tooth Brushes
8. O'Cedar Polish
9. Runkel's Cocoa
10. Sherwin-Williams Paint and Varnish
- \*11. Gold Medal Flour
12. Wrigley's Gum
13. Carnation Milk
14. Iver Johnson Arms
- \*15. Bon Ami
- \*16. Lucky Strike Cigarettes
17. Meyers Gloves
18. Cracker-Jack
- \*19. Paris Garters
20. Woodbury's Facial Soap
21. Grape-Nuts
22. Fiak Tires
23. South Bend Watches
24. Morton's Salt
25. Shaw-Walker Filing Cabinets
26. Premier Salad Dressing
27. Nujol
28. Jell-O
29. Chevrolet Automobiles
30. Kitchen Maid Kitchen Cabinets
- \*31. Victrola
32. Toledo Scales
33. Hoover Vacuum Cleaners
34. Coca-Cola
35. ScotTissue
36. Hamilton Watch
37. Marlboro Cigarettes
38. McCallum Hosiery
39. Cascarets
40. Kaffee-Hag
41. Post Bran Flakes
42. Simmons Hardware
43. Portland Cement Association
- \*44. Maxwell House Coffee
45. Steinway Pianos
46. Palmolive Soap
47. Ivory Soap
48. Sealy Mattresses
49. Glidden Paints and Varnish
50. Forhan's Tooth Paste

\*The asterisks indicate those products having slogans which were answered correctly by all the contestants.

## "Shoe Merchandising," New Publication

*Shoe Merchandising*, a monthly business paper for shoe buyers and distributors, published by the Shoe and Leather Reporter Company, Boston, started publication with a March issue. The *Shoe Wholesaler*, another publication of this company, has been consolidated with *Shoe Merchandising*, which has a type page size of 7 inches by 4½ inches.

## An Effective Buffer for "Pest" Merchandise Follow-Ups

JAMES H. COLLINS  
HOLLYWOOD, CALIF.

Editor of PRINTERS' INK:

You say, in your issue of March 17, that it is a breach of law to collect through the Post Office for "pest" merchandise. I am glad to know that.

About a year ago, I received a letter from a collection man, saying that a "pest" shipment had been made to my New York office, on approval. The stuff was unsolicited, not wanted, and my office shut up. The collection man assured me that he was untiring in getting the money, or getting the merchandise back.

I wrote, saying that his next pert letter would be referred to the Post Office Department, and never heard from him again. The merchandise is still in my closed office, I suppose. Let it stay there until eternity.

JAMES H. COLLINS.

## O-Cedar Mop Sales Largest on Record

The O-Cedar Corporation, Chicago, O-Cedar mops and polish, manufactured and sold more mops during 1926 than during any other year in its history. C. A. Channell, president of the company, expects that with the help of an extensive advertising campaign this record will be beaten in 1927.

Sales for the year ending January 3, 1927, were \$2,642,824, compared with \$2,558,806 for the preceding year. For 1926 the net profit amounted to \$368,818, against \$364,352 for 1925. Good-will, patents and trade-marks are valued at \$189,203.

## L. V. Cunningham Leaves Jacobsen Publishing Company

L. V. Cunningham, who has been with The Jacobsen Publishing Company, Chicago, for the last eight years, first as advertising manager and for the last year as a director of the company and managing editor of *Hide and Leather*, has resigned.

## E. G. Stellings Agency Directs Hotel Campaign

An advertising campaign for the Interstate Hotels Company, operator of a chain of hotels in Raleigh, Greensboro, Winston-Salem and Rocky Mount, N. C., and Petersburg, Va., is being directed by the E. G. Stellings Company, Inc., Wilmington, N. C., advertising agency.

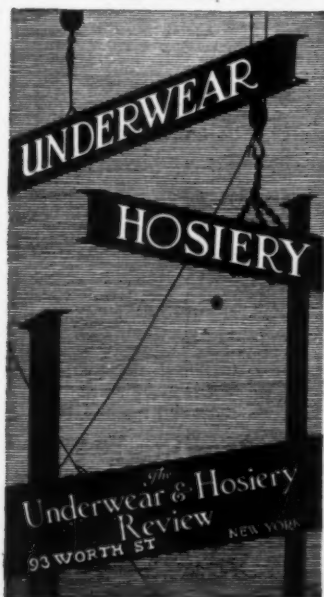
## "The Automotive South" Starts Publication

The Automotive South Publishing Company, Nashville, Tenn., has started publication of *The Automotive South*, which will be devoted to the interests of jobber-dealer merchandising. The first issue appeared in March.

We make booklets  
that combine good  
typography and our  
special process of  
printing in color on  
antique finish paper



CURRIER & HARFORD  
LTD · 468 FOURTH AVE., N.Y.C.  
SELECTIVE ADVERTISING



## U. S. Chamber of Commerce to Hear Coolidge and Hoover

**P**RESIDENT COOLIDGE and Secretary of Commerce Hoover will address the fifteenth annual meeting of the Chamber of Commerce of the United States, to be held at Washington, D. C., from May 2 to 5. The President's talk will be delivered at a joint session of the Chamber and the Pan-American Commercial Conference.

Discussions will center about the topic, "The New Business Era." It is felt that many new problems have been brought about by economic changes in the last few years; many of which already have been met and solved. The meeting will attempt to apply current and past experiences in meeting these problems in an effort to throw some light upon those of the future.

Among the speakers will be:

John W. O'Leary, president of the National Chamber; Silas H. Strawn, Chicago; John Lawrence, Lawrence and Company, Boston; Victor Cutler, president, United Fruit Company; Walter Parker, New Orleans; R. E. M. Cowie, president, American Railway Express Company; Paul T. Cherington, manager, research department, J. Walter Thompson Company; L. D. H. Weld, H. K. McCann Company; Hugh R. Pomeroy, secretary, Regional Planning Commission, Los Angeles; Harvey W. Corbett, New York; Henry W. Curran, New York; H. A. Smith, president, National Fire Insurance Company; Doctor S. S. Huebner, professor of insurance, University of Pennsylvania; C. A. Ludlum, vice-president, Home Insurance Company, and

James S. Kemper, president, National Retailers' Mutual Insurance Company; F. Highland Burns, president, Maryland Casualty Company; Leroy A. Lincoln, general counsel, Metropolitan Life Insurance Company; Dwight B. Heard, president, Dwight B. Heard Investment Company, Phoenix, Ariz.; Charles W. Lonsdale, president, Simonds-Shields-Lonsdale Grain Company, Kansas City; Theodore F. Whitmarsh, president, Francis H. Leggett and Company, New York; Fred I. Kent, vice-president, Bankers Trust Company, New York; Henry D. Sharpe, president, Brown & Sharpe Manufacturing Company; A. J. Brosseau, president, Mack Trucks, Inc.; Milton E. Marcuse, president, Bedford Pulp & Paper Company, Richmond; and A. L. Humphrey, president, Westinghouse Air Brake Company





Copy, art, merchandising, research . . . all the tools with which the modern agency helps in the marketing problems of a manufacturer . . . enable us to render a peculiarly advantageous service to advertisers in Central New England. The value of these facilities is emphasized by our proximity.

**THE MANTERNACH COMPANY**  
*Advertising*

The Manternach Building · 55 Allyn Street  
HARTFORD, CONNECTICUT

# YORK

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

## THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

**BENJAMIN & KENTNOR, National Representatives**

2 West 45th St., New York  
1524 Chestnut St., Philadelphia

Mallers Building, Chicago  
401 Van Nuys Building, Los Angeles  
240 Holbrook Building, San Francisco

# Every

## ADVERTISING AND SALES EXECUTIVE

*should have a copy of*  
THE REVISED THIRD EDITION  
**"SALES CONTESTS"**



IT COVERS

## 3 Big Features

- I—SALES STIMULATION METHODS
- II—SALES CONTEST PLANS
- III—PICKIT AND WINIT SERVICE

*The Unique Service That Users Report on as Follows:*

RELJANCE STATE BANK, CHICAGO

"Using your Service in a Bond drive in November, we did 228% of our quota. Greatest contest we ever staged."

Signed, MURLIN HOOVER, Ass't Cashier.

CAMERON'S SURGICAL SPECIALTY CO., CHICAGO

"In past nine years we have used many contests. Yours got double results of any previous ones and at less than average cost. We shall repeat for April, May and June."

Signed, DON CAMMON, Sales Mgr.

F. & E. SYSTEM OF CHECK PROTECTION, PITTSBURGH

"Your Service is a knockout. January set new records under your plans. With fifteen years of experience and a knowledge of sales contests above the average, believe your plan the best by far I have ever heard of and it has proven 100% effective."

Signed, JOS. P. ARTHURS, Dist. Mgr.

**WRITE** for a copy of "Sales Contests" today. It is yours for the asking, without obligation.

**UNITED PREMIUM SALES & SERVICE CO.**

*Executive Office:*

307 N. Michigan Ave., Chicago

**REPRESENTATIVES**

1440 Broadway  
New York City

120 E. Loughborough Ave.  
St. Louis, Mo.

86 Mason St.  
Milwaukee, Wis.

# Evinrude Has No Iron-Clad System for Selecting Dealers

Other Things Being Equal, a Man Familiar with the Customers' Problems Makes a Better Distributor Than a General Business Man

By G. R. Thompson

Of The Evinrude Motor Company

THE question of securing and selecting new distributors is one which faces manufacturers in a wide variety of industries. It probably is possible in the case of some staple items to pick dealers almost indiscriminately after securing some assurance of their credit rating. As the product gets into the higher money class and demonstrating knowledge is required, the process changes immediately. In the case of some products, such as paints and varnishes, the first move is to estimate the buying capacity of a town from population figures, income taxes and other statistics, then have the salesmen make a study of likely retailers to analyze their capabilities. Three or four good ones are selected as prospects, the sales promotion department goes out after them and one is finally selected. The whole process of selection is one which is tied up closely with the visits of the salesmen and requires close co-operation between the home office and the man on the job in the territory.

Careful selection reduces turnover among agents and as this fact became better appreciated, the process of selection underwent a historical change. In our own case of outboard motors, there was a time, years ago, in the infancy of the outboard motor industry, when the first likely dealer or individual who wanted the agency usually secured it. We never offered discounts and agency propositions promiscuously, but we were likely to take the first good man who asked for the agency in a territory.

Many dealers appointed in those early days are still with us, doing a big business each year, and it is

largely through our experience with them over the years that we have worked out a more thorough system of selecting new distributors.

We have tried, however, never to make our system iron-clad. If some man is not rated in Dun's or Bradstreet's but is well known in his territory, we do not let the lack of rating prevent his consideration. If he can furnish references, is known to be honest and if most of all he is in close, favorable and direct contact with the people we want to reach, he is considered a logical distributor. We like to develop people and work with those men who are of good local character and know our market.

In a resort section, for example, near a lake, there may be a man who builds boats or operates a boat livery. He is continually dealing in his regular business with people who are logical prospects for our outboard motor. He knows our local customers, their likes and dislikes, problems and buying habits. Provided he is at least a fair business man he should make a good distributor for us. In a resort away from the city such a man usually turns out to be a good distributor. People do not want to leave the resort to go to a distant city for repair parts. Many of them leave their motors with him the year round. While our problem in this respect may be unique, I believe there is a general principle involved, namely, a man familiar with the customer's problems, other things being equal, makes a better distributor than a general business man with his interests scattered over a wide variety of merchandise.

In the large cities our problem is different. There we need the

## Charles F. Pietsch

*H. W. Kastor & Sons, Chicago,  
says about the book,*

### "CHECK-LIST CONTRACTS"

"Earlier in the week I received your 'Check-List Contracts,' took it home and spent until 2 A. M. reading it. This morning I completed a second reading of it and I'd like to extend my congratulations on the job that you have done.

"This is more than perfunctory congratulation because I started in 1913 with Ben Nash at Frank Seaman, Inc., to do very much the same job except that I was looking at it from the service operation point of view rather than from the one that you have taken.

"However, I know the difficulties, both physical and mental, that you have run into and I do want to reiterate that I think you have done a remarkable job, which ought to be highly beneficial to the agency business, if you can only make enough of them see it."

*\$10.00 postpaid. Folder free*

**LYNN ELLIS, Inc., Desk A-1**  
One Madison Ave., New York

## PEORIA'S

population is sport loving. Bradley College Football Team is still undefeated after 24 straight victories in the Little Nineteen Conference; Peorians own the fastest motor boat in its class in the world; National Guard Basket Ball Team holds first place among the State Amateur teams. Peoria twice entertained the American Bowling Congress. If yours is a sport equipment product these papers can help you here.

**The PEORIA  
JOURNAL-TRANSCRIPT**  
Read in  
**4 out of 5 Homes**

*Write for Merchandising Co-operation*

**CHAS. H. EDDY CO. Nat'l Representatives**

247 Park Ave.  
New York

Wrigley Bldg.  
Chicago

Old South Bldg., Boston

big sporting goods establishments and the like. The big, important agencies in the large city are usually closed by direct personal selling. Some are opened up through advertising and sales promotion methods; then the salesman calls at his first opportunity to discuss methods and details.

Our salesmen's traveling methods enable us, before they start, to go over all the cards and records of dealers and decide what changes are to be made. The territories are covered in sections, the men going South in the fall and North after the first part of the year. Before these trips our recommendations for changes are worked out and each man is furnished with a list of prospective dealers made up from various records, including our file of dealer inquiries. How a dealer works out with the sales force, how quickly he accepts and puts into operation new selling ideas, is more important than how he was secured or selected in the first place. Whenever an inquiry is received from a section in which we are not represented, and we continually try to develop them, we try to keep up the inquirer's interest by mail until a salesman can call.

### SELLING THE "BALD SPOTS"

Our product presents one other problem our handling of which may be helpful to makers of other merchandise sold under unusual conditions, depending on geography, seasons and local peculiarities. Around lakes and popular resort places where there is an abundance of inland water, securing a good distributor for outboard motors is quite different from getting one in an arid spot like Arizona, for example. The problem of getting good distributors in what are usually considered "bald spots" on the sales map is closely linked up with the general sales policy. The way to get a man to sell your merchandise to the public in a spot where at first glance it seems unsalable, is to show him how he can make a profit by working with you. This

# CHILDREN

*The Magazine for Parents*

353 Fourth Avenue, New York



## *Announcing an Increase in Circulation and a Corresponding Rise in Advertising Rates*

CURRENT advertising rates in CHILDREN, *The Magazine for Parents*, have been based on a guarantee of 40,000 net paid circulation. On June 1st, 1927, this guarantee will be increased to 60,000 net paid, A.B.C., average 12 months, and the rate correspondingly increased from \$250 to \$375 a page.

Before June 1st, advertisers may place contracts for the following twelve issues at the present \$250 rate. These contracts will hold even in the event of further rate increases during the year.

Such orders may carry definite insertion dates, or be left on open schedule. In the latter case, however, they must be validated by an insertion not later than the September, 1927, issue.

---

*We also take this occasion to announce the appointment, as our Western Representative, of Straud Galey, 111 West Monroe Street, Chicago, Ill. Telephone, Randolph 3214.*

When any old  
Photograph  
Won't do—

You'll find  
That any  
Apeda photo  
Will!

*Apeda Studio*  
PHOTOGRAPHERS

212 West 48th St.  
New York  
CHickering 3960

**You Pay for**  
**WASTE CIRCULATION**  
in reaching the  
**CHURCH BUILDING**  
AND  
**EQUIPPING**  
**FIELD**

unless you use  
**The EXPOSITOR**

*Church Building Trade Journal*  
Since 1898

Absolutely Restricted to the Buyer

"Undoubtedly the outstanding  
religious publication in America"

Sample—distribution—rates on request

**The EXPOSITOR**

JOS. M. RAMSEY, Manager and Editor  
710 Caxton Bldg., Cleveland, Ohio

The EXPOSITOR  
156 Fifth Ave.  
New York City

The EXPOSITOR  
37 So. Wabash Ave.  
Chicago, Ill.

may mean the making of a new type of product and the digging out of a new set of sales arguments designed for that particular territory. We realized for many years it would be necessary to create a demand in such places by ingenuity, perhaps by a new product. During the last six years, by working out this problem arid spots have been made sales territories for Evinrude motors. They are being sold in Arizona. Many dealers in "dry" territory sell fifteen to twenty motors a season. How has this been accomplished? By looking at the distributor's proposition from his point of view.

**NEW MODEL INTRODUCED**


First a new model was developed, our Lightweight Sportwin. Then we concentrated on sporting goods dealers in the arid territories. They would logically be the retailers who were in close touch with the class of people who would buy outboard motors if they could be shown they fitted in logically with the plans and needs of a man who liked sports and the outdoors. With our new light motor and a list of logical prospects for distributors, in the form of sporting goods dealers, we went after them with a series of follow-up letters, direct mail and reprints of special advertisements to fit the locality with this sort of special talking points:

Here is a motor which can be taken anywhere to water. It can be carried in a street car, train, automobile or motorcycle side car. It can be used on any boat when your customer gets to a place where there is water.

We tell the prospective dealer in such places that people want to get away from the dust and dirt, that there is no longer much pleasure touring over the week-end. Therefore, the tendency is toward water sports. In fact, dams, artificial lakes, etc., are being built in many places where nature has not provided any boating waters. We now, for example, have more than ten distributors in the locality of Lake Roosevelt in Arizona. A trip

THE BEST ELECTROTYPES ARE MADE IN NEW YORK

## If there were no fires— there would be no fire insurance

F nothing ever happened to original engravings and type-forms perhaps you would need no electrotypes on certain jobs.

¶ When you buy fire insurance you don't expect a fire—but you *do* protect yourself against loss.

¶ Electrotypes every important form. Even if the need doesn't seem vital at the moment, it is low-premium insurance against the unforeseen.

¶ And when you buy electrotypes, get them in New York where you are assured of the finest quality of work and immediate service in unexpected emergencies.

EMPLOYING ELECTROTYPERS' & STEREOTYPERS'  
ASSOCIATION OF NEW YORK

*Executive Offices: 147 Fourth Ave.*

THE BEST ELECTROTYPES ARE MADE IN NEW YORK

# Newspaper Advertising brings quick returns!

*That is the reason National Advertisers spent \$235,000,000 in Newspapers in 1926*

In the United States today there are hundreds of Farm Journals, but there is only one Farm Newspaper — THE NATIONAL FARM NEWS.

To a selective, intelligent, agricultural audience of considerably over 150,000, this powerful Newspaper sends out from Washington every Saturday, a concise, unbiased record of those activities of the Legislative, Executive and Judicial Branches of the Government that concern Agriculture.

The advertiser cannot reach this choice, worth-while market except through THE NATIONAL FARM NEWS. Reader interest and reader response can be assured—proof lies in the results obtained by advertisers.

Your current Newspaper schedule is not complete without

**The National Farm News**

A National Weekly Newspaper

For The American Farm Family

Published Weekly at the Nation's Capital by

THE INDEPENDENT PUBLISHING COMPANY

339-341 Pennsylvania Avenue, N. W. Washington, D. C.



of fifty or 100 miles to some lake or stream over the week-end is no longer considered anything. When the destination is reached, an Evinrude, stowed away in the trunk, on the running board or somewhere, will convert any row-boat into a fast moving launch.

Much of this work in dry territory is done by direct mail, if the territory is hard to get to for some reason or other. Then, after the results warrant, we have a salesman cover the territory. Oklahoma is one of the most recent "waterless" sections which we have put on what might be called a paying basis. At one time, we did little or no business there, and now a nice volume is realized. When working on a dealer prospect in these arid places, we point out what other dealers similarly situated have done. We can usually show him that some dealer in his own particular line, hardware, garage, sporting goods, etc., has developed a real Evinrude business. It is also explained that we receive inquiries from his particular section, and that his customers would prefer to buy an Evinrude from him, even though it will be used on some lake or stream miles away. A motor on display will start the ball rolling.

Every salesman is supposed to keep on the lookout for new water in his territory in the form of new artificial lakes. The number of new ones being created in all parts of the country today is surprising. It is the best sort of answer to the old idea of a saturated market.

In order to keep our product from being a piece of dead merchandise in the store of a dealer far away from water, we have another plan which helps considerably. As a requirement in our new dealer proposition in waterless territory, we specify the ownership and use of a demonstrating tank for the distributor. On a hot day in a dry and dusty town, an Evinrude kicking up the water in the tank makes it a far more attractive piece of merchandise than if it were back in the store some-

**All advertisers**  
at some time are confronted by the question *whether or what or how or when or where or how much* to advertise; or what such advertising has accomplished.

"Authoritative" answers may be had from many sources.

But only one of these sources—the consuming public—will back up its answer with its own money.

An Eastman survey brings you the answer, not from Eastman but from the public itself.

**R. O. EASTMAN**

*Incorporated*

7016 Euclid Avenue, Cleveland  
113 West 42nd Street, New York

## Calendars

### Our Offering

A complete Advertising Calendar service backed by forty-five years' experience as *Manufacturers* to many of the shrewdest advertisers.

Special equipment for economical handling of complicated orders—Dealers' Calendars—Spanish Calendars—Made-to-order or Standards.

**The Stone Printing  
and Mfg. Co.**

ROANOKE, VA.

Authorized Capital \$500,000.00

## To A coming salesman under thirty

If you have done well in your present job selling Trade Paper space, but feel ready to move for bigger opportunities, we should like to hear from you. The development of our two publications, **GOOD HARDWARE** and **THE PROGRESSIVE GROCER** has been unusually rapid and we are now ready to give another man the opportunity to grow with us.

Answer by letter only. Tell us all about yourself, what you have done and why you think you can do better with us. Letters will be treated confidentially.

TRADE DIVISION  
THE BUTTERICK PUBLISHING COMPANY  
79 Madison Avenue, New York City

Publishers of  
**GOOD HARDWARE**  
**THE PROGRESSIVE GROCER**

## AN EXECUTIVE IS AVAILABLE

Starting with a technical college training, he has been a chemist, a salesman, a sales promotion manager, an advertising manager, then financial executive and president of his Company.

He has recently sold his business and would like to make a connection with a manufacturer.

He is 30, in good health, Christian, married and has one child.

He will furnish detailed information and references.

ADDRESS "K," BOX 162,  
PRINTERS' INK

where, lying under a shelf next to a hoe or a rake.

A clerk with real imagination can speed the motor up and picture a dash across a mountain lake miles away from the dust, then he can throttle it down so that it would propel a boat so slowly that a spoon hook would scarcely twirl in the deep places where the fish bite best. He can talk as if he were on the shore of the lake with the customer instead of in the hot and prosaic hardware store. He can appeal to the imagination instead of harping on technical details like the case-hardened crankshaft or the heat-treated bevel gears. He can get over all these selling points as he lets the customer try the motor himself in the tank.

Another advantage which the tank creates is that it better enables the dealer to instruct the prospect how the motor operates. This pays the dealer, because the customer is not likely to come back a day or so after the sale, having had trouble on account of some trivial cause brought on by lack of information at the time of the sale. Through these methods, we have secured very wide distribution.

After a dealer is appointed anywhere he is given every assistance—not temporarily, but at all times. We keep in close touch with all of them, furnish printed matter, advertising material, circularize lists for them, etc. In addition, we have established nine branches through which we can serve them to even greater advantage.

### NINE BRANCHES

To sum up the question of getting and helping new distributors as far as our product is concerned, it may be said that we seek to pick the man who is closest to the type of customer we want to sell. We learn from a distributor in one place how to help one in another section. Dealers are picked by what they show they will do rather than by their size or who they are. A man without a lot of money who knows your customer's

# Foreign Trade

FOREIGN MARKETS      FOREIGN COMPETITION  
FOREIGN SOURCES      FOREIGN CONCESSIONS  
BRANCH MANUFACTURING PLANTS ABROAD  
BRANCH SELLING ORGANIZATIONS ABROAD  
BRANCH SERVICE ORGANIZATIONS ABROAD  
INTERNATIONAL COMMUNITIES OF INTEREST  
INTERNATIONAL COOPERATIVE AGREEMENTS  
AMERICAN INVESTMENTS ABROAD

These problems can not be solved by merely taking a trip abroad and "looking over the situation." We do not merely "look over" our domestic problems. We study them and we formulate our policies in accordance with the findings. We employ specialists for every phase of the problem.

Foreign problems are no simpler—frequently more difficult.

There are technical, legal, social, economic, financial, commercial and merchandising questions involved in a foreign field study—even combinations of these questions.

The better method is a field survey, made by an expert, at home in any territory, and seasoned in foreign trade, production and investment surveys, one who can analyze the client's problems.

The result is a report—complete, thorough, understandable.

*Preliminary consultations solicited*

**ARTHUR J. GREY**

*Foreign Trade Consultant and Field Survey Specialist  
(Former American Trade Commissioner, Berlin)*

27 William Street, New York

Telephone: Hanover 5007

Cable Address: Greyart

*W*E wish to announce that effective Friday, April 15, 1927,

**MR. LESTER B. SMITH**

former Sales Manager of the Broadway Subway and Home Boroughs  
Car Advertising Company and recently with the National Department  
of the General Outdoor Advertising Company, has been appointed our

*General Sales Manager*

**Automatic Movie Display  
Corporation**

130 West 46th Street, New York

## Available June 1

A man who is thoroly trained and experienced in all branches of the

## Agricultural Field

Who is a graduate of one of the outstanding agricultural colleges.

Who is personally familiar with all sections of the country.

Who for more than five years each has successfully edited a large national farm paper and specialized dairy magazine.

Who is personally acquainted with agricultural leaders thruout all states.

Who has dealt with both national advertisers and advertising agencies.

Who is 33 years old, married and in good health.

Who is capable of taking responsibility, of directing others, and is now looking for larger opportunities.

For conference address "R," Box 168, Printers' Ink

buying habits may be better for you than a man who has a big bank balance but doesn't know and doesn't care to find out about how to sell what you make.

## Special Representatives Are Not "Yes" Men

**PUBLISHERS'** representatives are not "yes" men. It is in their conscientious endeavor to present all aspects of a situation as it affects both advertisers and publishers that they contribute an invaluable service to advertising.

This is the thought which was expressed before a meeting of the Newspaper Representatives Association of Chicago by O. C. Harn, managing director of the Audit Bureau of Circulations. George Noll, president, presided. Mr. Harn said, in part:

"The special representative is a very valuable factor in working out improvement in publishing and advertising conditions. While he represents the publisher and, therefore, naturally has the publisher's point of view, he is in a position to take a broader view than the individual publisher on specific problems. This is because he has the interests of several principals at heart. He can see how they all would be affected if the pet plan of some one of them should be made effective generally.

"In this way, the special representative acts as a balance wheel," Mr. Harn continued. "His detached viewpoint is valuable to the particular publisher with whom he feels himself forced to disagree, for he can save his principal from making disastrous mistakes. The close associates of that principal may be 'yes' men, either because they wish to curry favor or because they honestly and naturally see the thing from the same narrow viewpoint of the boss. But the special representative dares not be a 'yes' man, because agreement on a certain pet plan of one principal may lead him to do his other principals an unpardonable injury."

# *"In the Front Row"*

That's what Highway Lighthouse Advertising gives you—A Front Row seat on the Road.

Placed directly on the Right of Way it can't be missed.

Have you an advertisement that is crying to get up into the Front Row? Just call or write

**HIGHWAY LIGHTHOUSE CO.**

New York—Pittsburgh

Detroit—Chicago

⊕ 1749



**THE RIGHT WAY IS ON THE RIGHT-OF-WAY**

## No. I

## FROM OUR CODE OF ETHICS

*"The foundation of business is confidence, which springs from integrity, fair dealing, efficient service, and mutual benefit."*



ACH A.T. A. member is a subscriber to the *code of ethics*. This code of ethics has elevated the status of the typographic field in the development of moral and intellectual manhood as well as the standard of truth and justice in each and every transaction.



NEW YORK GROUP OF

*Advertising Typographers of America*

461 Eighth Avenue, New York

## MEMBERS

Ad Service Co. ' Advertising Agencies' Service Co. ' The Advertype Co., Inc.  
Associated Typographers ' E. M. Diamant Typographic Service ' Frost Brothers  
David Gildes & Co., Inc. ' Montague Lee Co., Inc. ' Frederic Nelson Phillips, Inc.  
Standard Ad Service ' Supreme Ad Service ' Tri-Arts Press, Inc.  
Typographic Service Company of New York, Inc. ' The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

# How Much Is a Mailing List Worth?

Each Name Is Worth \$10 as a Potential Sales Source, Mail-Order Houses Say, But the Good-Will Value Is Zero

ROBERT W. KELLOGG  
SPRINGFIELD, MASS.

Editor of PRINTERS' INK:

Can you tell me how mail-order houses value their mailing lists? Do they take a flat amount for each customer according to the business done or do they figure the cost of building up such a list? Of course the value is more or less intangible except in case of sale or reorganization, yet the mailing list in many instances is by far the most valuable part of the business.

ROBERT W. KELLOGG  
M. L. TITUS.

A MAIL-ORDER house's list is even more than "the most valuable part of the business." It is the business itself.

Julius Rosenwald, chairman of the board of Sears, Roebuck & Company, once said to one of our staff writers: "If some unthinkable catastrophe should come about tonight and wipe all our buildings and merchandise off the face of the earth, I should not worry especially, as long as our mailing list escaped. We could erect other buildings, buy new merchandise and carry on at once. But if the names of our customers were lost we should have to build again from the very beginning."

As to the actual money value of a name, mail-order houses consider it to be worth all the way from \$2 to \$10. Some firms carry heavy insurance on their mailing lists, placing the valuation at \$10 a name. This is quite remarkable when it is remembered that a mailing list, after all, is more or less an intangible asset.

The valuation of a name is more or less an arbitrary process and the figures depend entirely upon the standing of the house and the nature of the merchandise it sells. Suppose a company is selling furnaces by mail. After it sells a man a furnace it may just about as well remove his name from the list unless it has other merchandise to offer him. The chances are he never will buy an-

other furnace—not for years anyway. Such a list, therefore, is of strictly limited value. But if the house sells him clothing, fertilizer, seeds or other merchandise that he buys regularly, his name is worth more the longer it is kept on the list.

A mail-order house has to pay all the way from fifty cents to \$5 to get a name on its list. The average cost per name is not far from \$3. This includes the expense of advertising and follow-up. Then there has to be more follow-up, ranging in cost from \$1 to \$2 a year, to retain the name on the list and develop the prospect into a profitable buyer. In the course of a few years, therefore, a mail-order house actually expends around \$10 to get and keep the name. When it insures its list on that valuation it is only protecting its actual investment in money, to say nothing of the profits that might come from future transactions.

After a house has been in business a long time, such as is the case with Montgomery Ward & Company and Sears, Roebuck & Company, it gets a large number of catalog requests apparently spontaneously. Nearly everybody knows these two houses and people often ask for catalogs even though they may not have seen any of the Sears or Ward advertising and have not been approached by letter. When a name just "happens in" and a catalog is sent, it is valued at around \$2. When or if an order results, even though it is for only twenty-five cents' worth of goods, the name then doubles in value, being regarded as worth at least \$4.

Is this valuation, ranging all the way from \$2 to \$10 or more per name, a tangible thing? Here we come to a peculiarly contradictory element. A mailing list is the very

## We are looking for

a man gifted with sales instinct and a desire to grow, who will find with this Company the large scope for advancement which can only be found in a big, progressive organization with large financial resources, over \$10,000,000.00 plus a flesh and blood interest in their employees.

The man we are looking for is well educated, of irreproachable character, has had sound and successful selling experience, preferably having handled a large volume of constructive sales correspondence, and is now looking for a chance to enter into a field with wider opportunities than his present employment offers.

He will be put through a period of very practical and intensive training to prepare him for the work of District Manager, directing (principally by correspondence) one hundred or more house-to-house salesmen.

This training will be of untold value to the man who knows how to make the most of it. While it is going on, he will be paid about \$200.00 to \$225.00 per month and we shall expect him to develop very rapidly to the point where we are able to pay him \$300.00 or more per month.

If you are convinced that you have the necessary basic qualifications, and are willing to move to any part of the United States, we shall be glad to hear from you.

### Address

THE J. R. WATKINS COMPANY  
Winona, Minnesota  
Attention A. M. H.

Refer to Dun or Bradstreet

life blood of a mail-order business, growing in value—and also representing a larger development expenditure—the longer it is kept. But as a salable, transferable piece of merchandise it is worth substantially nothing!

Mr. Rosenwald says he could lose all his buildings and merchandise, keep his mailing list and continue in business. Yet he could sell the buildings and stock for quite a number of millions of real money. On the other hand, if his company should go bankrupt and he were to place on the market his mailing list of some five million names, he would be lucky if he got ten cents apiece for them. The cards on which the names are written would be valuable, as representing a lot of expert compilation work. But this would be about all, in as much as it would be out of the question to transfer along with the names the sales potentialities they hold for Sears, Roebuck.

The good-will value of a mailing list is something entirely different from that of an advertised commodity. If a company could persuade Mr. Wrigley to sell the name "Spearmint," the buyer could go right ahead manufacturing and selling chewing gum just about as profitably as Mr. Wrigley does, other things being equal. The same thing would be true of Victrolas, Ivory soap, Buick cars or Phoenix hosiery. People buy these commodities altogether by name and are not primarily interested in who makes them. Through the workings of advertising in creating customer acceptance, there has been brought about a good-will valuation that can be computed in terms of money and is recognized as such by bankers.

But Sears, Roebuck's mailing list, used by somebody else, would become merely a list. Used by Sears, it is worth more than all the lands, buildings and merchandise that Sears possesses. Used by somebody else, its value would range from nothing up and the chances are there would be very little "up."

When the Leonard Morton Com-



# The New Eve

(The Pictorial Magazine for Smart Women)

RATES; (effective September 1st, 1927)

Line rate	\$ .60	Back Cover	\$700.00
Full page	257.50	2nd Cover	450.00
½ page	171.60	3rd Cover	450.00
1 Column	85.80	4 Colors inside	450.00

Two colors on full page contracts inside for six or more insertions given without extra cost.

Orders received before Sept. 1st will be accepted at the present rate of \$250.00 per page for 12 months from date of order.

## CIRCULATION:

50,000 net paid guaranteed beginning May issue. All newsstand sales. Distribution thru American News Company in 83 principal cities. *The shopping centers of America.*

## PRINTING:

Rotogravure throughout inside pages — The most beautiful and satisfactory reproduction from original photographs or drawings. Covers — four color flat bed presses.

ROY BARNHILL, INC.

BOSTON

NEW YORK

CHICAGO

## WANTED

### Advertising Representative for the East

Here are the qualifications:

1. He must have a proven record in the East.
2. He must be able to earn \$7,500 to \$10,000 a year.
3. He must be well acquainted among automotive accounts and automotive agencies in the territory.

Write fully, giving age, experience and how you stack up to meet these requirements. All replies confidential. Address "O," Box 166, PRINTERS' INK

### Advertising and Merchandising Executive Wanted

By a \$200,000.00 Printing Corporation in the middle west. In business twelve years. Is ready to establish itself in the "Printed Literature Syndicate and Merchandising field Nationally." The MAN we want must be all that is called for in the headline of this ad. He must have \$10,000.00 to invest so that he may become part of the organization financially and every other spirit. An unusual opportunity deserving your investigation. Replies treated confidential.

Address "M.," Box 164,  
Printers' Ink

pany, a Chicago mail-order house, went bankrupt a few years ago, the receiver placed a valuation of ten cents on each of the 500,000 names comprising the company's mailing list. The names went begging. Nobody wanted them. They were valuable only to the company that assembled them. The Morton stock of merchandise, however, was disposed of at a fair figure.

On the same basis catalogs, drawings, paintings and engravings—the agencies through which a mailing list is worked upon—are valuable only to the company owning them. Leonard Morton had many thousands of dollars' worth of art work, perfectly good enough from a workmanship standpoint, for any house to use. But it was worth less than nothing to other firms.

#### THE BANKERS ARE RIGHT

We have heard it declared several times that the bankers are all wrong in their dictum that a mailing list has substantially no transferable good-will value. A little analysis will show that the bankers are right. Even in the case of a first-class house that is progressing steadily and profitably, the mailing list is very uncertain. One large wholesale house, doing business by mail, has an annual mailing list turnover of about 25 per cent. Every two months this firm puts on an elaborate teaser campaign, costing well up into the thousands, for the purpose of getting new catalog requests. Each of these efforts usually brings in about 10,000 new names, or about 60,000 names a year. The firm's whole list is not much more than 250,000. If this firm, backed up by its long record of achievement and the unquestioned good-will of its trade, has to fight so hard to keep its mailing list up to sizable proportions, how much would the list be worth if it were transferred bodily to somebody else? Yet the firm would not sell the list for millions—even if somebody would be foolish enough to want to buy it.

The value of a mailing list, we

(LONDON)

2

IN A

New York Office: 250 Park Avenue, New York City  
LONDON                      PARIS                      MANCHESTER

# *The* AMERICAN LEGION *Monthly*

*Announces*

*A*

## New Advertising Rate

*Effective April 16, 1927*

**\$3.50**  
*a line*

T. H. LAINE, *Advertising Manager*

ADVERTISING OFFICES:

331 Madison Avenue  
New York City

410 N. Michigan Avenue  
Chicago, Illinois

Park Square Building  
Boston, Mass.

repeat, depends altogether on who owns it, what kind of merchandise it is designed to sell, and how it is handled. In the hands of master mail-order men, the amount of business a list will bring can be gauged with almost mathematical accuracy. Montgomery Ward has approximately 4,000,000 names on its current list. It can look ahead to this year, next year or the year following and compute just about how much business these names are going to bring. If it wants to bring up its gross sales to a certain figure in 1928, for example, it realizes that during the present year it must add a certain number of names to its list.—[Ed. PRINTERS' INK.]

### Aaron Metchik Returns to Spivak Agency

Aaron Metchik, formerly an executive of the M. Spivak Advertising Agency, New York, for five years, and later at the head of his own advertising business, is again associated with the Spivak agency in charge of plan and production.

### Manhattan Electrical Supply Earnings Higher

The Manhattan Electrical Supply Company, New York, and subsidiaries, report net earnings of \$882,120 after charges and Federal taxes for 1926, against net earnings of \$487,326 for 1925. This is an increase of 81 per cent.

### Shoe Tred Account for O'Connell-Ingalls Agency

The Shoe Tred Corporation, Boston, manufacturer of Westcott soles, has appointed the O'Connell-Ingalls Advertising Agency, Boston, to direct its advertising account.

### J. E. Mink Joins Master Display Service

Joseph E. Mink, recently with The Arterait Lithographing Company, Detroit, has joined the Master Display Service, Inc., also of Detroit, as advertising and sales counselor.

### H. W. Culbertson Dead

H. W. Culbertson, publisher of the *Economist*, Chicago, died on March 28. Previous to his connection with the *Economist* he was engaged in daily newspaper work. He was sixty-two years old.

## Advertising Executive Available

A man with eight years of successful national, trade and direct mail advertising experience, of good character and pleasing personality is available to some organization that can offer him a promising future.

He is 35, college graduate, thorough and reliable with analytical mind, adaptable but not a "yes" man. At present in responsible position but looking for opportunity offering around \$6,000 with advancement in keeping with results produced.

Qualified for constructive work as advertising head large manufacturing concern with or contemplating national distribution. If you need a capable man arrange appointment by addressing "N," Box 165, P. I.

# Wanted an American product to sell in England

**H**AVE you a product for which you think there would be a market in Great Britain, selling either direct by mail, or through Department Stores or Drug Stores?

We are interested in securing the English Agency for successful American products.

Our London Office, occupying an entire building on Lower John Street, is thoroughly equipped with a trained organization and facilities for handling sales and advertising campaigns. We have established excellent contacts in the department store and drug field, in addition to building up a large mail-order business.

During the last two years we have spent, through our London Office, some \$200,000 of our own money in advertising products which we control. The manager of our London Office arrives in New York on April 15th. Address "L," Box 163, Printers' Ink.

## WANTED

### Brilliant Woman Copy Writer

This national advertising agency requires the service of a woman who knows fashions thoroughly. Above all, she must be able to write distinguished advertising copy, sparkling with originality. We have a rare opportunity for such a woman. Address "W.," Box 22, care Printers' Ink.

**A** **AMERICAN**, wishing to avoid severe U. S. A. winters has exceptional opportunity to acquire splendid, long-established weekly magazine published in English, absolutely without competitor, yielding \$15,000 to \$20,000 a year, capable of being increased with little effort, in Rio de Janeiro, world's most beautiful city, with absolutely perfect climate all the year round and moderate cost of living. This offer will stand the most rigid investigation. Price, \$60,000 cash. Present owner wishes to retire.

Address "X,"

Box 23,

Care of PRINTERS' INK

## Nineteen Factors That May Slow Up an Individual Business

(Continued from page 8)

contemplate, the longer it takes us to do something about them.

To get out of the bog and into action it is usually necessary to narrow down to the two or three main problems and forget the rest. There is no hope in sight when sixteen problems must be tackled at one time but there is a good chance of solving only two or three. So the business which is slowing up will often discover that meeting one big problem will produce more business than a mere contemplation of a score or more difficulties.

XVIII. *Failure to maintain personal contact between the higher-up executives and the salesmen, branch houses or jobbers.*

In any outstanding business the inspiration that makes it grow usually comes from the men at the top. By the time it is filtered through a dozen others who make up the chain between the president and the retailer, this inspiration is largely diluted and thus less effective. The head of the business cannot maintain personal contact with everyone. But a complete avoidance of this work may slow-up the business.

I called once on the Kansas City and St. Louis branch managers for a famous house. The Kansas City man sat all alone with his secretary, his hundreds of samples cluttering up the room. His warm greeting was, "Well, Mr. P—— (the president) dropped in here nine years ago, but I haven't seen either him or anyone else from the home office since then. Now, why the devil are they sending you here to talk with me?" I received much the same greeting in St. Louis. Both managers had lost every bit of friendly feeling they had ever had for the company. From the home office they got nothing but routine correspondence or complaints.

The ramifications of this topic

**April 16th**

**we move to**

**171 Madison Avenue**

**N. E. Corner 33rd Street**

**Telephone**

**CALEDONIA 0702**

**Where We Will Occupy  
The Entire Eighth Floor**

**Publishers, Representatives  
and others are requested to  
note the change of address  
and telephone number**

**SMITH, STURGIS  
& MOORE, INC.**

**General Advertising Agents**

## The Real Distributor of Building Material

is the lumber dealer. He's a merchandiser—the man who offers building plan service, gets first contact with builders and controls the choice of materials.

**American Lumberman**

Est. 1873

CHICAGO

A. B. C.

## Good Copy needs no salesmen

Sells its product. Sells itself.

Sells the services of the  
men who use it.

*Samples on request*

One Madison Ave.

*Ashland,  
1840*

*Copy—by Christen*

## To a Junior Copywriter

WE are looking for a young man who has been working as a newspaper reporter or an advertising copy writer for the year or two since he graduated from college. While in school he took a prominent part in student activities and was interested in literature, history, and art, as well as in his regular business or journalistic course.

Cleverness is not sought, but to qualify for this place in our advertising department, the applicant should have:

1. An alert mind
2. Ability to express his ideas quickly and concisely in clear, forceful English
3. Likeable personality
4. The knack of getting along well with others

In addition, the successful applicant should be a Gentile, under 25 years of age, and immediately available to come to Lancaster to work and live.

Apply only by letter, presenting all facts as to biographical, education, and business history. Also send a photograph and samples of recent work.

Every inquiry will be answered and interviews arranged for those selected for consideration.

**Armstrong Cork Company**  
Lineum Division Lancaster, Pa.

will suggest themselves to any reader. Do big dealers or jobbers ever see any representative from the home office? Have the house salesmen adequate contact with the heads of the business?

XIX. *Failure to give individuality to a standardized product in a highly standardized field.*

For example, shoes are not as interesting as automobiles, because shoes of all makes look pretty much alike and are made of pretty much the same materials and by the same machinery.

The shoe manufacturer, therefore, needs to individualize his selling, advertising and marketing measures more than the automobile manufacturer. His chief chance to be different lies outside of his products.

In such a field the business which looms up strongest is very often the one which has built up the greatest individuality in its approach to the dealer and consumer even while its product was no better or cheaper than many others of the same type.

## Curtiss Candy Company Wins Skeezix Suit

The Curtiss Candy Company, Chicago, won a suit last week against Cannar & Marshall, another Chicago candy manufacturer. The case involved rivalry between the two companies for the privilege of using the picture of Skeezix, the cartoon character in Frank King's "Gasoline Alley." Mr. King had sold the use of the picture to the Curtiss Candy Company, which succeeded in restraining Cannar & Marshall from using Skeezix as a name for a candy bar.

The ruling issued by Circuit Judge Francis S. Wilson was to the effect that a cartoonist has a property right in his cartoon characters and can sell such right, the purchaser receiving the exclusive use of such property.

## Helen Rose with San Francisco Agency

Miss Helen Rose has joined the Johnston-Ayres Company, Inc., San Francisco advertising agency. She was formerly assistant executive secretary of the Advertising Club of San Francisco.

## Death of C. P. Fearing

Charles Parkman Fearing, who had charge of the real estate and resort advertising of the New York *Evening World*, died recently at New York. He was forty years old.



**WANTED--An Emblem!**

**\$500 Cash**

**For The Design We Accept!**

[ The winning emblem will be used by members  
in their advertising, on their letterheads, etc. ]

**Suggestions and Conditions:**

1. Anyone is eligible to submit as many different designs as he or she wishes.
2. All designs must be submitted without cost or obligation and subject to acceptance or rejection of the National Association of Office Appliance Manufacturers, which will not be responsible for the return of any designs submitted.
3. Designs should be strikingly simple—yet clearly symbolic of office efficiency, economy, speed, accuracy, etc.
4. Designs should be capable of printing legibly even when reduced very small or when used on newsprint stock.

**Offer Closes May 15, 1927**

**NATIONAL ASSOCIATION OF OFFICE  
APPLIANCE MANUFACTURERS**

[ Mail All Designs to R. N. Fellows, Contest Chairman ]  
[ care of ADDRESSOGRAPH CO., Chicago, Ill. ]

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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D. M. Hubbard

Russell H. Barker

Washington: James True

London: Thomas Russell

NEW YORK, APRIL 14, 1927

## Jobbers as National Advertisers

In the Ser-val hosiery plan, described in last week's PRINTERS' INK, there are a number of disturbing possibilities which should be studied closely by every national advertiser who is distributing through jobbers.

The Ser-val plan, briefly, is built around a chain of strong jobbers who have exclusive control of the Ser-val brand of hosiery in their territories. These jobbers carry other brands of nationally advertised hosiery, but, working through a central organization in which they have an interest, they control the sales of Ser-val hosiery, which is advertised nationally. In other words a group of jobbers is behind what amounts to a nationally advertised private brand.

The advantages to the jobber

from such a plan are numerous. The jobber doesn't have to fight competition in his own territory. He does not have to sell according to the dictation of the manufacturer. The jobber doesn't have to worry about his margin of profit which, justly or unjustly, he has complained has been too low to make jobbing a profitable business. Also he has a brand which, although nationally advertised, is to all intents and purposes a private brand and behind which he can put the amount of productive sales effort which, hitherto, he has not been able to afford to put behind his own private brand with its purely sectional, limited distribution.

There is nothing whatever to prevent jobbers in other lines from following a similar plan. For instance, a group of strong drug jobbers can very easily get behind a line of nationally advertised drug products over which they have exclusive control and which is manufactured and sold on a share basis. The idea can even be carried into the retail field if a group of large department stores in different cities wishes to sell and advertise a brand of merchandise which sells through department store channels. In fact, department stores are already doing this very thing, although perhaps not on a national scale. The main difficulty in the way of any such plan is the mass of detail that must be worked out before the plan can be put on an equitable basis. The Ser-val jobbers have worked out this detail and thus have pointed the way to other jobbers.

The Ser-val plan has in it the possibilities of a minor merchandising revolution. Every national advertiser selling through jobbers is aware of the difficulties inherent in jobber distribution. In the Ser-val plan the jobber, at least, sees an opportunity to get away from what many jobbers have chosen to call the domination of the manufacturer. Jobbers have been doing a lot of complaining, but up to the present few of them have gone much beyond the point of com-

plaint. Whether or not the complaints are justified doesn't matter. So long as the jobber thinks he is justified he will seek ways and means of breaking away from the power which he fancies is held by the national advertiser.

PRINTERS' INK is not prepared at this time to pass on the soundness of the Ser-val plan. It does feel, however, that every national advertiser should understand the plan and its implications. A few cents spent now in a study of the plan may save many dollars in the future.

### **Red Ink, Not Red Flag, Is Our Real Menace**

At lunch the other day, a rather apprehensive gentleman of our acquaintance expressed considerable concern over the disorders in China. Apparently working his imagination overtime and influenced, no doubt, by rumors of Russian connection with the expensive fun our Celestial friends are having, he could see in all this an indication of the eventual world-wide triumph of Bolshevism.

In all seriousness we should like to suggest to this gentleman and others with a bolshevik complex that it is not the red flag that is menacing the well-being of the world today. The real danger is red ink. We borrow this idea from Dr. Glenn Frank, president of the University of Wisconsin, who suggested it at the recent convention of the Sixth District Advertising Clubs in Milwaukee.

Waste is the thing that is occupying the attention of business and is even giving it not a little worry. We refer to the waste that comes from duplication and overlapping of effort—also from the misconception of advertising and wrong ways of using it. This is such an efficient age that it seems to be forcing the issue considerably to say that waste is now perhaps a more serious issue than ever before. Nevertheless, any business man who is courageous enough to face facts as he finds them knows that this is so. The result is that he sees a great deal more of red

ink in the financial statements of organizations large and small than is healthy for the country's commercial interests as a whole.

Business is taking hold of this incongruous problem—incongruous because there is little reason for the presence of red ink in times such as these—with a fine courage. Executives are working toward the elimination of waste by the simple and logical process of uniting into larger units. This is purely an economic trend, as we have suggested several times before.

Instead of red flag influence, therefore, the country is getting its absolute antithesis, namely: combines. They are not trusts. Trusts are aggregations of capital arbitrarily formed to meet certain fixed needs or purposes. The kind of combine we are speaking of here is one that is developing as naturally as the sunrise—an economic union that reduces waste and makes possible better merchandise and lower prices.

Waste is the big evil America now has to fight. It demands the earnest attention of every business man, including those who have bolshevik visions. The solution, too, is going to be strictly commercial and not at all political.

### **Competitive Industries That Can Co-operate**

An official of a large public utility company who has spent considerable time and thought in making an analysis of the situation has come to the opinion that instead of acting as competitors, the manufacturers of mechanical refrigeration devices and the ice producers ought to join hands in the closest possible selling co-operation. This official, Charles Collier, general sales manager of the Georgia Power Company, of Atlanta, Ga., has suggested that the ice industry and the refrigeration industry jointly undertake a co-operative advertising campaign. He put forth this idea in an address recently made before the convention of the Southern Ice Exchange according to a recent report appearing in

the *Electrical Refrigeration News*.

In making his study of the condition faced by the two industries, Mr. Collier first went to the United States Department of Commerce for facts. He found that of the 26,000,000 homes in America today, 21,000,000 are absolutely without any apparatus or any piece of furniture or box in which ice could be used for refrigeration purposes, even in the mid-summer months. This means that 65 per cent of the population never uses ice. After granting that the majority of homes in that 65 per cent might be "rural," Mr. Collier declared that there still remained a large number of homes that should be using some form of refrigeration but are not. As a further indication of the opportunity for expansion, he pointed out that the annual consumption of ice per capita had increased from 210 pounds in 1904 to 643 pounds in 1925.

His analysis led clearly to one point, namely, that there was great need of selling the idea of "refrigeration" to the entire country. His suggestion that the two industries join together in co-operative advertising was then made in the following informative statement:

Last year there was \$5,000,000 spent on such advertising. This year there will be \$10,000,000 spent. I want to submit to you now that that money was spent as much for your benefit as ours. It was selling the idea of refrigeration. If we can get this story of refrigeration to the undeveloped potential market, and they do not want my machine, they will buy your product. If we do not sell the idea of refrigeration, they won't buy either.

Now, it appeals to me that the ice industry and electric industry are in similar positions. The two central committees should join hands on an advertising campaign to educate the public on the value of refrigeration, and leave to the men in the field to each get their rightful share of the business.

In making this suggestion, backed up as it is with sound facts, Mr. Collier has done a good job, even though it may never be carried out. He has done a good job for the ice industry and for the refrigeration industry by showing them that there is, in fact, no basis for a quarrel be-

tween them. He has done a good job for many other industries which are hotly competing with each other today, and which, if they studied their conditions, as Mr. Collier has studied them in the refrigeration field, would find that they, too, should be co-operating instead of competing with each other.

### **Fixing the Advertising Objective**

Nothing is more important to the manufacturer beginning an advertising campaign than setting up a definite objective, and then going directly after it. To the local man branching out or the manufacturer extending his territory the idea of taking a "flyer" is almost always disastrous. A definite sum of money should always be appropriated in advance, and the amount of money available should be sufficient for a certain length of time. As a certain prominent British manufacturer said:

"Do not expect to pay for your advertising from estimated profits out of goods as yet unsold. Have the actual money for the advertising ear-marked and provided to get over the period until the consumer acceptance law is functioning. Fit your plan of campaign so that the capital available can carry it through to the self-supporting stage. Do not starve or over-feed your child in its infancy. Go slowly, build firmly on a sound foundation and let the advertising appropriation grow by its own weight."

A manufacturer who sets a definite money and time objective in adding new territory, for example, will not get cold feet at the start knowing that, in time, profits from the new territory will bring back the money he has invested to secure a foothold there. The man who sets a definite objective will continue in his mapped-out course without being influenced by quick hunches or sudden gusts of fear. The manufacturer without an objective in his advertising is like a ship without a rudder. It is far better for him not to start from port.

*In Philadelphia*  
**THE INQUIRER**

*Leads the  
Morning Field  
In*

**CIRCULATION**

**DISPLAY and  
CLASSIFIED  
ADVERTISING**

**SALES POWER**

**POPULARITY**

*Truly Pennsylvania's ONE  
BIG Morning Newspaper*

**The Philadelphia Inquirer**

**Branch Offices**

**NEW YORK**  
285 Madison Ave.

**CHICAGO**  
Woodward & Kelly  
360 N. Michigan Ave.

**SAN FRANCISCO**  
610 Hearst Bldg.

# Advertising Club News

## Women's League Plans Meeting on Public Utilities

Public utility advertising will be the subject of a meeting of the New York League of Advertising Women to be held at the New York Advertising Club on April 19. Among the speakers will be Frank LeRoy Blanchard, of Henry L. Doherty & Company and president of the Public Utilities Advertising Association; Janet MacRorie, of the Newark, New Jersey, Public Service Gas and Electric Company, and Labert St. Clair, of the American Electric Railways Association.

\* \* \*

## Casper, Wyo., Club Issues Weekly Bulletin

"The Casper Aditorial," a weekly bulletin, is being issued by the Advertising Club of Casper, Wyo., as its official publication. E. E. Hanway is editor.

Otto H. Bolln has been appointed chairman of a committee to prepare an educational program for the Casper club.

\* \* \*

## J. H. Smith, Chairman, Kansas City Bureau

John Henry Smith, president of the Kansas City Title & Trust Company, has been elected chairman of the Kansas City Better Business Bureau, succeeding L. E. Rudd, resigned. The new vice-chairman is Frederick M. Lee, general manager of the John Taylor Company.

\* \* \*

## Worcester Club Appoints H. E. King

Harold E. King has been appointed chairman of the On-to-Denver Committee of the Advertising Club of Worcester, Mass. New England advertising clubs are planning to make the trip to Denver in a special train.

\* \* \*

## J. J. Ely to Edit Baltimore Club Paper

John J. Ely has been named editor of "Copy," the weekly publication of the Advertising Club of Baltimore. He succeeds George Bertsch, resigned.

\* \* \*

## Theater Party for Detroit Clubs

The Adercraft Club of Detroit will hold a theater party on April 18. Members of the Women's Advertising Club of Detroit will also participate in the party.

\* \* \*

## Boston Club Arranges Dance

A dance and supper will be held by the Advertising Club of Boston on April 26 at the Statler Hotel. A. Frances Hanson is chairman in charge of arrangements.

## Record Enrollment for Denver Convention

Attendance at the Denver convention of the International Advertising Association is expected to break all previous convention records, judging from early reports of applications received for hotel reservations. Joseph E. Moorhead, chairman of the local convention committee, has wired from Denver to Gilbert T. Hodges, general chairman of the On-to-Denver committee, that 625 cash deposits for hotel reservations have been received. In addition there have been 750 applications for accommodations, not accompanied by cash deposits. The Advertising Club of New York has reserved 150 rooms for its delegation.

E. D. Gibbs, general chairman of the program committee, reports that plans for the general program have practically been completed. There will be at least twenty different departmental sessions.

\* \* \*

## Advertising Programs Voluntarily Eliminated

Two organizations which will hold meetings at San Francisco this spring, will not make use of programs carrying advertising space, often referred to as souvenir programs. The Better Business Bureau of the San Francisco Advertising Club has been informed that both associations have adopted this policy in agreement with the work of the Bureau to discourage such so-called advertising. The associations are the United Commercial Travelers and the Associated Sportsmen's Clubs of California.

\* \* \*

## J. W. George Appointed by St. Louis Club

John W. George, of the St. Louis *Globe-Democrat*, has been made a member of the publicity and publication committee of the Advertising Club of St. Louis. He succeeds L. DeYong.

\* \* \*

## San Diego Club Holds Joint Meeting with Local Chamber

A joint meeting was recently held by the Advertising Club of San Diego, Calif., and the Chamber of Commerce of that city.

\* \* \*

## Buffalo Club Host to Advertising Women

The Buffalo, N. Y., League of Advertising Women were guests at the annual dinner on April 12 of the Greater Buffalo Advertising Club.

\* \* \*

## Toledo Club Elects Executive Secretary

The Advertising Club of Toledo, Ohio, has elected Ralph Sison to the recently created office of executive secretary.

## State Advertising Urged by Florida Clubs

*Special by Telegram,  
Daytona Beach, April 12.*

**STRONG** approval for an advertising appropriation for the State of Florida was expressed both by resolution and by references made by speakers at the convention of the Fourth District of the International Advertising Association held at Daytona Beach, Fla., April 11 and 12. This district covers the State of Florida. The appropriation was urged for the purpose of clarifying and unifying the public expression of Florida's appeal to business and social interests.

H. G. Andrews, of the Florida State Chamber of Commerce, summarized the thought of the meeting in an address on the economic phase of State development when he stated that the advertising of the State should carefully separate the climate, industrial and agricultural advantages and distinguish between the opportunities available to newcomers.

Unless some effective action is taken to insure a more businesslike expenditure of community publicity money in this State, taxpayers will tire of special levies for advertising and tourist entertainment purposes, declared Carl Hunt, former manager of the International Advertising Association.

In his opinion, some sort of State Board of Advertising, or State Board of Publicity, similar to that now operating in Massachusetts, might serve a distinctly useful service, and he said that levies assessed for health work, schools and other municipal purposes were much more productive, relatively, than the money raised for publicity.

Mr. Hunt said he used the words publicity and advertising interchangeably, because he believed that under the law of Florida, publicity indicated paid advertising space, and he believed the communities that were taking the best advantage of their opportunity to make the tax funds pay were those

which were using the greatest proportion of the fund for paid space.

John Moscrip, advertising manager of the Florida Citrus Exchange, detailed the advertising and marketing methods of that co-operative organization, pointing out that its problem was to build up new channels of use.

Especial interest attended the address of Richard H. Edmonds, editor of the *Manufacturers' Record*, whose topic, "What Florida, the State, Should Do to Advertise Its Agricultural and Industrial Resources," was in a measure the keynote for the convention. He traced the history of the State both from development and promotion angles, declaring: "I am thoroughly convinced that no wiser expenditure could be made by the State of Florida than to advertise freely and heavily under the direction of the ablest men in State affairs the advantages of this State as a place for intelligent farming operations. But there is an additional reason why the State should advertise. Florida has resources for industrial development, but little understood by the people outside of the State."

Frank H. Burns, Orlando, was elected chairman of the district. Noble T. Praigg, St. Petersburg, is secretary. The vice-chairmen elected were: Walter Bigelow, Miami; Don Emory, Daytona Beach; M. T. Respress, Jacksonville, and Marvin S. Knight, Tampa.

St. Petersburg was chosen as the next meeting place.

## New York Club Receives Token from Sir Charles Higham

Presentation of a Flemish tapestry was made to the Advertising Club of New York last week by Sir Charles Higham, advertising agent of London. Acknowledgment of the gift was expressed by Charles C. Green, president, who called upon G. T. Hodges, vice-president, to accept the tapestry on behalf of the club.

Sir Charles is on his annual visit to the United States to arrange for the continuance of the campaign he is directing on behalf of India tea growers. This is his fourth visit and, he announced, a total of \$200,000 will be spent in newspaper advertising.

He extended an invitation for American participation in the forthcoming exhibition of advertising which is to be held at Olympia Hall, London, in July.

"For the  
4,000,000—  
not the  
400"

**SMART SET**

R. E. BERLIN, *Business Manager*

119 West 40th Street, New York  
Chicago Adv. Office, 360 N. Michigan Ave.

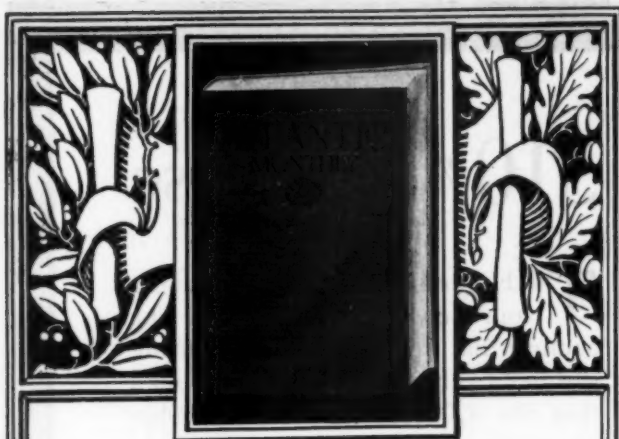


## 310% Increase

THE number of individual saving bank depositors throughout the country has increased 310% during the last twelve years. Proof enough that the 4,000,000 and not the 400 constitute a new buying market.

Going into more than half a million homes of the prosperous younger element, SMART SET reaches this new market. And advertisers say SMART SET produces sales at the lowest cost. It should, for it reaches the younger buying element—*buyers for the next forty years.*





## *12 Points of Distinction in* **THE ATLANTIC MONTHLY**

### **20 Years of the Contributors Column**

A brief "Whose Who" covering each contributing author in each issue.

## **II**

Adds interest and broader understanding of viewpoint from which each article was written.

Attracts contributions of world wide scope, affording unlimited range of informative reading.

*An Original Atlantic  
Feature Since 1907*

## **THE ATLANTIC MONTHLY**

*A Quality Group Magazine*

**8 Arlington Street**

**Boston, Mass.**

**Circulation 110,000 (ABC)—Rebate-backed—Guaranteed**

Ha  
At  
Wo  
Re  
Sc  
Go  
Am  
Th  
Mu  
Bo  
Str  
Wi  
Cu  
Ev  
Ce  
Bl

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Cos  
Red  
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Ph  
Bet  
Phy  
Tru  
Dre  
Tru  
Am  
Boy  
Sma  
Sun  
Asi  
Mot  
Elk  
Am  
Shr  
Sec  
Faw  
Pict  
Am  
St.  
Suc  
The  
Film

Vog  
Lad  
Har  
Goo  
Wor  
McC

# APRIL MAGAZINES VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own  
advertising)

## STANDARD SIZE

	Pages	Lines
Harper's .....	130	29,148
Atlantic Monthly.....	121	27,248
World's Work .....	103	23,102
Review of Reviews.....	100	22,533
Scribner's .....	93	21,047
Golden Book.....	61	13,811
American Mercury .....	51	11,620
The Forum.....	38	8,588
Munsey's .....	27	6,104
Bookman .....	27	6,059
Street & Smith Comb.....	19	4,306
Wide World.....	17	3,808
Current History.....	16	3,584
Everybody's .....	14	3,171
Century .....	11	2,576
Blue Book .....	9	2,023

## FLAT SIZE

	Pages	Lines
American .....	127	54,486
Cosmopolitan .....	97	41,780
Red Book .....	73	31,505
True Story.....	60	26,066
Photoplay .....	60	26,063
Better Homes & Gardens..	56	25,241
Physical Culture .....	54	23,322
True Romances.....	49	21,245
Dream World.....	48	21,014
True Detective Mysteries.	47	20,198
American Boy .....	28	19,515
Boys' Life.....	26	18,036
Smart Set.....	40	17,232
Sunset .....	39	16,634
Asia .....	37	16,200
Motion Picture Magazine.	36	15,731
Elks Magazine.....	31	14,136
American Legion Monthly.	30	13,297
Shrine Magazine.....	28	12,151
Secrets .....	26	11,073
Fawcett's .....	24	10,296
Picture Play.....	17	7,474
American Girl .....	16	7,183
St. Nicholas.....	15	6,650
Success Magazine.....	15	6,557
The Open Road.....	15	6,464
Film Fun .....	11	5,001

## WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues).....	242	153,172
Ladies' Home Journal ...	163	110,895
Harper's Bazar .....	147	99,211
Good Housekeeping.....	206	88,569
Woman's Home Companion	89	60,710
McCall's .....	75	51,440

"ExTry"  
"EXTRY"

A CRITICAL  
ANALYSIS OF  
every big  
business  
event in the

CURRENT NEWS

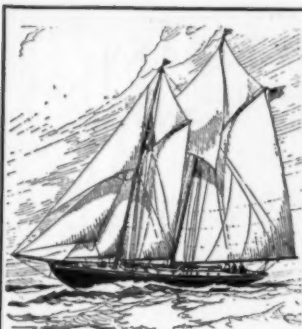
APPEARS IN  
FORBES.

PUBLISHED TWICE  
A MONTH.

NO OTHER  
EXECUTIVE  
PUBLICATION  
MATCHES THIS  
SERVICE

Walter Drey.

**FORBES**



For men who want  
the best ... and can  
pay for it.

**YACHTING** is more than  
"just a magazine to sell  
marine equipment." Sell-  
ers of shoes as well as of  
ships, of sealing wax as  
well as of sails, have in  
**YACHTING** an inside  
channel to the man who  
wants the best .... and  
can pay for it.

*A rate card and  
sample copy will be  
furnished on request.*

*(Member of A. B. C.)*

# Yachting

*"The Quality Magazine  
of the Boating Field."*

25 West 43rd St., New York City

	Pages	Lines
Pictorial Review .....	72	49,551
Delineator .....	57	39,432
Modern Priscilla .....	36	24,480
Farmer's Wife .....	35	24,196
Woman's World .....	27	18,730
People's Home Journal ...	26	18,018
Holland's Magazine .....	54	14,311
Needlecraft .....	20	13,940
Household Magazine .....	18	13,512
People's Popular Monthly.	17	12,011
Junior Home Magazine ...	16	11,211
Child Life .....	25	11,030
Fashionable Dress .....	12	8,518
Today's Housewife .....	10	7,362
Messenger of Sacred Heart	14	3,163

## GENERAL AND CLASS

	Pages	Lines
House & Garden .....	195	123,513
Town & Country (2 issues)	161	108,760
Country Life .....	136	92,008
House Beautiful .....	132	83,547
Vanity Fair .....	108	68,800
Arts & Decoration .....	100	67,620
Nation's Business .....	90	40,098
Garden & Home Builder ..	60	37,104
Popular Mechanics .....	165	37,016
System .....	82	35,206
Normal Instructor .....	47	32,544
Field & Stream .....	68	29,500
Popular Science Monthly .	59	25,534
Field Illustrated .....	36	24,790
World Traveler .....	35	22,357
International Studio .....	32	21,749
Outdoor Recreation .....	45	19,667
Theatre .....	26	16,618
Radio News .....	35	15,454
Radio Broadcast .....	34	15,315
Outdoor Life .....	34	14,978
National Sportsman .....	34	14,656
Business .....	30	13,173
Radio .....	25	11,129
Scientific American .....	16	11,008
Science & Invention .....	24	10,623
Popular Radio .....	24	10,510
Extension Magazine .....	14	9,976
The Rotarian .....	18	8,093
Association Men .....	15	6,582
Forest & Stream .....	13	5,818
Radio Age .....	8	3,728

## CANADIAN MAGAZINES

	Pages	Lines
Maclean's (2 March issues)	80	56,397
Can. Hom. & Gar. (Mar.)	82	52,108
West. Home Mo. (Mar.) ..	48	34,561
Can. Home Jour. (Mar.)	43	30,388
Rod & Gun in Canada ....	26	11,224

## MARCH WEEKLIES

	Pages	Lines
March 1-8 .....		
Saturday Evening Post.	123	83,796
Liberty .....	49	32,049

# So we wrote to him saying, in part,

*"—It doesn't cost you more—  
as a matter of fact it costs  
you less—and we can prove it."*

A publisher addressed an inquiry to us. He wanted to know whether we really removed wrinkles from publisher's brows, as we claimed.



*This was a few months ago.*

Now he has sent us two photographs—you know—the before and after taking kind. He also gave permission to quote from his letter.

Here goes, "Since subscribing to Eastern Distributing Service my golf has improved ten strokes. I used to be hampered with vague ideas of getting bigger advertising rates, but I couldn't get the circulation to justify my dreams. Along about the fifth hole these

depressing thoughts would overtake me and I sliced and pulled my shots terribly. Since subscribing to Eastern Service I feel and sleep a hundred per cent better—and by gosh I'll give you a stroke a hole and beat you hands down."

You, too, can benefit by being served by the Eastern Organization—70,000 newsstands, 880 wholesalers, 7 traveling promotion men, and a well-manned force to regulate traffic, recover, bill collect, etc. You deal with only one account. For further details on Independent National Newsstand Distribution Address us.



**EASTERN DISTRIBUTING CORP.**

**45 West 45th Street • New York City**

**BRYANT 1444**

	Pages	Lines		Pages	Lines
New Yorker.....	45	24,277	The Nation.....	6	2,625
Literary Digest.....	41	19,029	Judge.....	5	2,560
Forbes (Semi-Mo.).....	38	17,438	Outlook.....	5	2,498
Collier's.....	23	16,304	Churchman.....	5	2,469
American Weekly.....	7	15,191	Youth's Companion....	1	979
Time.....	22	9,644	New Republic.....	2	882
Christian Herald.....	7	5,388	Argosy-All-Story.....	2	610
Churchman.....	12	5,234			
Life.....	9	4,153	<b>March 28-31</b>	<b>Pages</b>	<b>Lines</b>
Outlook.....	9	3,948	Life.....	9	3,881
Youth's Companion.....	5	3,740	The Nation.....	7	3,892
Argosy-All-Story.....	13	2,890	Outlook.....	5	2,520
The Nation.....	5	2,415	Youth's Companion....	2	1,547
Judge.....	3	1,638	New Republic.....	3	1,323
New Republic.....	2	882			
<b>March 7-13</b>	<b>Pages</b>	<b>Lines</b>	<b>Totals for March</b>	<b>Pages</b>	<b>Lines</b>
Saturday Evening Post..	129	88,293	Saturday Evening Post..	501	341,236
Liberty.....	39	25,462	Liberty.....	179	115,555
New Yorker.....	57	24,857	New Yorker.....	241	103,497
Literary Digest.....	49	22,549	Literary Digest.....	170	77,856
American Weekly.....	7	14,727	American Weekly.....	29	55,788
Collier's.....	16	11,063	Collier's.....	75	51,536
Time.....	19	8,128	Forbes (Semi-Mo.).....	82	37,816
Life.....	15	6,462	Time.....	79	33,190
Christian Herald.....	9	6,343	Life.....	60	25,887
Judge.....	8	3,754	Christian Herald.....	29	20,185
Youth's Companion....	4	3,319	Outlook.....	36	15,693
Churchman.....	7	3,015	The Nation.....	30	12,762
Outlook.....	5	2,548	Churchman.....	29	12,467
The Nation.....	6	2,520	Youth's Companion....	16	11,470
Argosy-All-Story.....	9	2,059	New Republic.....	25	11,245
New Republic.....	2	882	Judge.....	22	9,859
			Argosy-All-Story.....	29	6,619
<b>March 14-20</b>	<b>Pages</b>	<b>Lines</b>	<b>RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS</b>	<b>Pages</b>	<b>Lines</b>
Saturday Evening Post..	119	81,178			
Liberty.....	44	28,479	1. Vogue (2 issues).....	242	153,172
New Yorker.....	62	26,618	2. House & Garden.....	195	123,513
Forbes (Semi-Mo.).....	44	20,378	3. Ladies' Home Journal..	163	110,895
Literary Digest.....	41	18,867	4. Town & C'ntry (2 is.)	161	108,760
American Weekly.....	6	13,203	5. Harper's Bazar.....	147	99,211
Collier's.....	15	10,249	6. Country Life.....	136	92,008
Time.....	19	8,021	7. Good Housekeeping....	206	88,569
New Republic.....	16	7,276	8. House Beautiful.....	132	83,547
Life.....	15	6,510	9. Vanity Fair.....	108	68,800
Christian Herald.....	7	5,067	10. Arts & Decoration....	100	67,620
Outlook.....	9	4,179	11. Woman's Home Comp..	89	60,710
The Nation.....	5	2,310	12. Maclean's (2 Mar. is.)	80	56,397
Judge.....	4	1,907	13. American.....	127	54,486
Youth's Companion....	2	1,885	14. Can. Ho. & Gar. (Mar.)	82	52,108
Churchman.....	4	1,749	15. McCall's.....	75	51,440
Argosy-All-Story.....	4	1,060	16. Pictorial Review.....	72	49,551
<b>March 21-27</b>	<b>Pages</b>	<b>Lines</b>	17. Cosmopolitan.....	97	41,780
Saturday Evening Post..	129	87,969	18. Nation's Business....	90	40,098
Liberty.....	45	29,565	19. Delineator.....	57	39,432
New Yorker.....	64	27,745	20. Garden & Home Builder	60	37,104
Literary Digest.....	38	17,411	21. Popular Mechanics....	165	37,016
Collier's.....	20	13,920	22. System.....	82	35,206
American Weekly.....	6	12,667	23. West. Home Mo. (Mar.)	48	34,561
Time.....	17	7,397	24. Normal Instructor....	47	32,544
Life.....	11	4,881	25. Red Book.....	73	31,505
Christian Herald.....	4	3,387			

## Are You Going to Build? Going to Refurnish Your Home?

These simple captions were used as the appeal in two half page advertisements addressed to our readers. They offered to secure manufacturers' literature pertaining to building materials and the merchandise used for decorating and furnishing the home.

Both together produced

### 69,926 Sales Leads in Seven Months

*If you are interested, we can send you proofs of the dollars and cents value of these leads to the manufacturers in each field.*

## Arts & Decoration

45 West 45th St., New York N. Y.

# FOUR-YEAR RECORD OF APRIL ADVERTISING

## GENERAL MAGAZINES

	1927 Lines	1926 Lines	1925 Lines	1924 Lines	Total Lines
American .....	54,486	53,918	51,402	55,336	215,142
Maclean's (2 March Issues)	56,397	49,450	56,100	45,500	207,447
Cosmopolitan .....	†41,780	†42,067	†40,228	31,749	155,824
Red Book .....	31,505	32,985	29,401	32,039	125,930
Atlantic Monthly .....	27,248	24,539	24,303	28,362	104,452
Physical Culture .....	23,322	26,416	27,402	26,890	104,030
Review of Reviews .....	22,533	30,436	23,587	26,775	103,331
Photoplay .....	26,063	24,501	25,733	24,525	100,822
World's Work .....	23,102	21,622	24,743	27,776	97,243
Harper's .....	29,148	25,556	19,926	20,593	95,223
Better Homes & Gardens..	25,241	22,389	17,306	11,515	76,451
American Boy .....	*19,515	*18,257	*15,470	21,370	74,612
Scribner's .....	21,047	18,370	17,480	17,238	74,135
Sunset .....	16,634	16,548	17,302	18,870	69,354
Motion Picture Magazine..	15,731	17,441	16,529	18,687	68,388
Boys' Life .....	18,036	18,480	13,511	12,722	62,749
Success .....	6,557	10,897	11,869	12,850	42,173
Century .....	2,576	3,920	8,288	11,200	25,984
St. Nicholas .....	*6,650	5,488	5,600	6,328	24,066
Munsey's .....	6,104	6,272	4,662	6,370	23,408
Everybody's .....	3,171	3,506	4,648	6,500	17,825
*New size.	476,846	473,058	455,490	463,195	1,868,589
†Hearst's International combined with Cosmopolitan.					

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	153,172	147,882	129,628	119,944	550,626
Ladies' Home Journal .....	110,895	110,355	99,637	102,904	423,791
Harper's Bazar .....	99,211	96,243	92,498	85,691	373,643
Good Housekeeping .....	88,569	89,119	82,713	78,698	339,099
Woman's Home Companion	60,710	70,538	66,306	60,700	258,254
Pictorial Review .....	*49,551	*44,447	*45,635	64,300	203,933
McCall's .....	51,440	41,704	37,917	44,329	175,390
Delineator .....	†39,432	30,132	34,414	37,773	141,751
Modern Priscilla .....	24,480	23,460	22,780	24,140	94,860
Woman's World .....	18,730	17,871	22,659	18,255	77,515
People's Home Journal .....	18,018	13,890	17,000	19,550	68,458
Needlecraft .....	13,940	12,488	11,050	12,835	50,313
People's Popular Monthly...	*12,011	*11,052	12,246	14,250	49,559
*New size.	740,159	709,181	674,483	683,369	2,807,192
†Designer combined with Delineator.					

## CLASS MAGAZINES

House & Garden .....	123,513	127,436	96,832	93,020	440,801
Town & Country (2 issues)	108,760	109,345	97,389	88,517	404,011
Country Life .....	†92,008	†83,888	†88,547	58,629	323,072
House Beautiful .....	†83,547	†75,775	†60,686	44,339	264,347
Vanity Fair .....	68,800	73,496	51,624	46,490	240,410
Arts & Decoration .....	67,620	51,366	32,424	23,236	174,646
Popular Mechanics .....	37,016	37,254	37,520	38,136	149,926
System .....	35,206	32,628	32,356	35,862	136,052
Garden & Home Builder...	37,104	37,964	33,073	21,868	130,009
Nation's Business .....	40,098	33,262	25,364	26,385	125,109
Field & Stream .....	29,500	31,205	31,031	30,529	122,265
Popular Science Monthly..	25,534	25,302	30,573	31,196	112,605
Outdoor Recreation .....	19,667	20,552	18,919	24,151	83,289
International Studio .....	21,749	19,044	17,201	18,126	76,120
Outdoor Life .....	14,978	17,224	16,806	18,307	67,315
Theatre .....	16,618	19,206	14,010	15,475	65,309
Scientific American .....	11,008	13,728	15,823	19,886	60,445
Science & Invention .....	10,623	12,405	13,276	19,597	55,901
National Sportsman .....	14,656	12,417	10,795	15,637	53,505
Business .....	13,173	12,638	13,842	13,304	52,957
Forest & Stream .....	5,818	7,378	5,801	12,408	31,405
	876,996	853,513	743,892	695,098	3,169,499

‡Changed to four-column pages.

## WEEKLIES (4 March Issues)

Saturday Evening Post .....	341,236	364,875	348,358	†364,418	1,418,887
Literary Digest .....	77,856	77,470	77,702	†85,872	318,900
American Weekly .....	55,788	43,166	†49,974	†82,920	231,848
Collier's .....	51,536	45,978	43,071	†36,420	177,005
Forbes (2 issues) .....	37,816	36,168	23,157	31,575	128,716
Christian Herald .....	20,185	24,619	22,261	†24,526	91,591
Life .....	†25,887	23,864	19,205	18,978	87,934
Outlook .....	†15,693	†25,275	22,316	23,382	86,666
‡5 issues.	625,997	641,415	606,044	668,091	2,541,547

Grand Totals..... 2,719,998 2,677,167 2,479,909 2,509,753 10,386,827



*T*HE NEW YORKER in the months of January, February and March carried the second largest number of pages of advertising of any magazine recorded in the Printers' Ink Summaries.

*The*  
**NEW YORKER**

25 West 45th Street, New York

# The Little Schoolmaster's Classroom

THE president of a big manufacturing company in Cleveland told the Schoolmaster last week that hard-nut customers and cub salesmen, strange as it may seem, are a good combination. It is his company's custom to put on several young college men each year. His sales-promotion department last year prepared the way for their first call on a list of the company's hardest prospects, after the cubs had first been trained in the home office.

A letter advised the man who had been hard to approach that his name had been given to a young man of the sales force who was going to see him—and eventually sell him. Without warning the prospect in so many words, he was informed that he was being made a part of the company's training course, but that he was going to receive some new and unusual ideas in highly personalized selling.

The president tells the Schoolmaster that the peculiar thing about hard-to-sell prospects is that underneath their hard shell of business resistance they are usually intensely human, and when a young man comes to them with a new idea, they will see him if the way has been properly prepared. If the new salesman interests them sufficiently they will see him again and again. It is a matter of record in this organization that some of the hardest prospects on the list were, last fall, made customers of the house through the efforts of these cub salesmen and a carefully planned series of follow-up letters.

The series of letters which followed the first one reminded the prospective customers that they had at one time a first call to make themselves. The position was now reversed, they were told, and they had the privilege of helping a young man make good by giving him an audience.

None of them seemed to object

to the friendly letters, nor the calls which followed, and the plan worked because "the hardest boiled prospect in the world often uses a crusty method to conceal a soft heart."

\* \* \*

The Schoolmaster was discussing various phases of employment with an executive of a large organization which hires a number of employees during the course of the year. Said this executive:

"Recently I was reading Helen Woodward's 'Through Many Windows' when I came across a section in which the author emphasized the fact that seldom does a woman employee learn anything about the company which has hired her by any method other than grim experience. She pointed out that frequently girls are hired for stenographic positions in which the work requires the use of technical or semi-technical terms and yet no one bothers to tell the girls what the company does, how it does it or anything else about the business.

"This reminded me of my own company's experience. Several years ago, my secretary left to get married and instead of advancing one of the other girls in the office we went outside to get an experienced girl whom we felt would be fitted to do the specialized type of work required. My first task was to explain to this girl the nature of our business, what we were trying to do, and how we fitted into the general industrial scheme. It occurred to me suddenly that our company had no policy by which this explanation was given to other girls coming into our organization.

"I talked over this matter with our employment manager and we did a little quiet detective work. We found, to our surprise, that a large proportion of the errors made by raw help could have been obviated if the employees had understood enough about our busi-



### **"Skyscraper Housekeeping"**

This is the title of an article by Boyden Sparkes which appeared recently in the Saturday Evening Post. Building management is recognized as an important profession and the building manager as a vital factor in new building construction. Here is one paragraph:

"In many of the large buildings now being planned in different cities of the country the housekeeping experience of many skyscraper managers is being crystallized in improvements suggested by them through a building-planning service which has been devised by the National Association of Building Owners and Managers. Thus, in the course of a two-day meeting some months ago at which the owners and architects of a projected 9,000,000 cubic feet New York structure collaborated with one of these committees, there was poured into the plans for this tower building the accumulated experience of building managers from Cleveland, Detroit, Boston, Chicago and Seattle, as well as New York."

Do these building managers recommend your product? You can sell them thru their business paper, **BUILDINGS AND BUILDING MANAGEMENT.**



**PORTER-LANGTRY CO., Publishers**

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

# Advertising Agencies AND

*Commercial Motion Pictures*

**T**HERE are many reasons why Commercial Motion Pictures for sales or advertising purposes should be prepared in cooperation with advertising agencies. We have had the pleasure of developing a number of outstanding pictures in that way.

Motion pictures do not compete with magazines, newspapers, or outdoor advertising. Motion pictures can, however, increase the effectiveness of these mediums to a surprising degree—in many cases—and they have done so.

We are glad to work with advertising agencies. We solicit inquiries from them concerning Commercial Motion Pictures—and Eastern Film Corporation's service.

# Eastern Film CORPORATION

**Commercial  
Motion  
Pictures**

**220 W. 42nd St. N.Y.**

Telephone: Wisconsin 3770

Philadelphia office: Commercial Trust Bldg.

**ESTABLISHED 1910**

ness to ask the right questions. Actually, the new people were so ignorant of our company's work that they were unable to ask the kind of questions that would help them correct their faults.

"Today, every new employee, whether stenographer, salesman or minor executive is given a small pamphlet which explains the things that every employee of the company should have as a basic knowledge of our business. The pamphlet is not very large nor is it very long. In it we boil down our story to essentials. On the last page we print a glossary of trade terms which are used frequently in our business.

"We have found that the effect of this pamphlet as a builder of morale alone far exceeds the small cost of printing the pamphlet. Stenographers no longer make what used to seem silly errors. Salesmen no longer ask what seem to be stupid questions. Every new employee knows, as soon as he or she has read the pamphlet, facts that it often used to take an employee weeks to learn. Incidentally, it is no longer necessary for older employees to spend their time explaining facts which are told briefly and correctly in the pamphlet. Finally, if certain mistakes which were once common are made by new employees, these employees have no alibis. Things run more smoothly and our percentage of employees leaving and discharged after less than one month with the company has been reduced greatly."

Members of the Class who are not yet proud parents, and members of the Class who are interested in the general subject of obtaining information by the questionnaire method, will be informed and amused by a story told the Schoolmaster by the parent of a boy of five.

This is the boy's first year at the kindergarten of a public school. It may interest non-parents to know that in public schools of today nurses and doctors are continually inspecting and looking after children. One day, a nurse turned up in the kindergarten, paper and

## Selling Millwork With Sentiment

"People buy millwork for homes  
and they buy homes to be happy."

So reasoned the Morgan Millwork  
Company when  
they had us design  
the companion  
DuraSheen signs  
(porcelain fused  
into steel) illus-  
trated here.

These DuraSheen  
signs attractively and  
permanently identify  
the retail outlet for  
millwork. Dealers are  
delighted to put up  
such handsome signs.  
Sun-proof, rust-proof,  
weather-proof, kept  
clean with soap and  
water,—they solve the  
sign problem forever.



# BALTIMORE ENAMEL

and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

## Somewhere there is an Advertising Agency

—or perhaps an Advertiser, that can profit by the services of the man who has these qualifications:

Seven years with nationally-known corporation, as executive in purchasing department and later as head of packaging department;

Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work;

Thorough knowledge of paper stock, envelopes, bags, shipping cases, containers, etc.;

Native American, aged 29, university graduate, Protestant, married. Will go wherever opportunity warrants.

For full details, address "T" Box 169, care Printers' Ink.

## \*5th Avenue Executive Office Suite

Subdivided into Private Offices.  
Lavishly Decorated. 3,200 Square  
Feet. Reasonable Rental.

For rental particulars Inquire

**L. H. CUSHMAN**

Circle 3212 730 5th Ave., N. Y. C.

## If you use Direct-Mail—

You'll find POSTAGE—devoted to Advertising and Selling by Letters, Folders, Booklets, etc.—a good investment. Clip the heading of this ad, pin it to your letter-head and receive POSTAGE for 6 months. Bill for \$1 will follow. Every issue contains Direct-Mail Ideas you can use.

**POSTAGE MAGAZINE**  
18 East 18th St. New York, N. Y.



**Community Advertising  
Specialists**

Communities served from Fairbanks, Alaska to cities in Florida. Send for questionnaire for tentative survey of your city.

**Bott Advertising Agency**  
Little Rock, Arkansas

**Photostats** ///

of any subject —  
By Photographers

Fast Messenger Service

**PACH BROS.**

28 West 44th Street, New York, N. Y.



pencil in hand. She wanted to know from each child the separate items that were part of his breakfast that morning.

In telling of his report, this boy of five said: "I told her I had grapefruit, hot cereal, toast and a glass of milk." The mother exclaimed: "Why did you say 'milk'?" You know you didn't drink your milk this morning and you know that I have a hard time ever getting you to drink it." The answer came instantly: "But she wanted a good story. I know she wanted me to say milk, so I said it."

The father in relating this story, said to the Schoolmaster: "Tell that to question-and-answer investigators as an example which will show them that even from the mouths of babes they are apt to get the answer they expect, if they confine their investigation to asking straight questions. Even at the tender age of five, the person questioned wants to picture himself to the investigator as one who does the right thing."

\* \* \*

In a recent letter to the Schoolmaster, A. Wineburgh sends a piece written by a 14-year-old girl on advertising. This is an interesting little human document. It should appeal to the Class for that reason and also because it shows the impressions advertising makes on the juvenile mind. Here it is, minus all editing:

One day in advertisement land there was great excitement owing to the fact that the little Wrigley boys had mischievously opened the gate to the field where the Horlick's Malted Milk cows were living their peaceful lives. The cows then let loose were roaming all over, and the Campbell Soup babies were seeking shelter with Heinz's 57 varieties in Bossert Houses. "You may be next," cried the Anti-stall attachments who joined the running crowd of Bond Bread children, Uneda boys and school girls who had forgotten all about their complexions.

Finally everyone was indoors but Baby Ruth with her 10-cent piece of dollar candy. All who saw her in this dangerous position, feared for her life. However, the brave young collar salesman, Mr. Arrow, rushed out and saved her.

Then the Chesterfield men went to catch the culprits. "Their popularity must be deserved," said the inhabitants, and it would be just like them to find



## Communication for a Growing Nation

*An Advertisement of  
the American Telephone and Telegraph Company*

THE first telephone call was made from one room to another in the same building. The first advance in telephony made possible conversations from one point to another in the same town or community. The dream of the founders of the Bell Telephone System, however, was that through it, all the separate communities might some day be interconnected to form a nation-wide community.

Such a community for speech by telephone has now become a reality, and the year-by-year growth in the number of long distance telephone calls shows how rapidly it is developing. This super-neighborhood, extending from town to town and



state to state, has grown as the means of communication have been provided to serve its business and social needs.

This growth is strikingly shown by the extension of long distance telephone facilities. In 1925, for additions to the long distance telephone lines, there was expended thirty-seven million dollars. In 1926 sixty-one million dollars. During 1927 and the three following years, extensions are planned on a still greater scale, including each year about 2000 miles of long distance cable. These millions will be expended on long distance telephone lines to meet the nation's growth and their use will help to further growth.



## Advertising Experience Available

Manufacturer wishing to secure utmost results from advertising, will find this seasoned man valuable. Seven years' agency experience (copy, contact, executive), 10 years' Advertising Manager large manufacturers using direct mail, house organ, trade and national publications. Selling experience. Now employed, large agency. Eastern States preferred. Salary required, \$6000. Married, Christian, age 41, Address "U," Box 20, Printers' Ink.

## SELL BY MAIL

### Direct to the Consumer

The Mail Order Business is the shortest cut to profitable sales.

## Mail Order Advertising

a monthly magazine filled with inspiring, constructive and instructive articles by the foremost men in mail order and advertising circles. Subscription price \$1.00 a year.

Specimen copy free on request

**MAIL ORDER ADVERTISING**  
15 E. Huron St. Chicago, Ill.



## Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers - National, State and Local - Individuals, Professions, Business Concerns.

**99% GUARANTEED** 5¢ each by refund of

**ROSS-Gould Co.** 244 N. 3rd St. St. Louis

## Multigraph Ribbons Re-inked

**OUR** *FAST* **RE-INKING**

Send 3 Ribbons to be Re-inked at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

**W. Scott Ingram, Inc.**

57 Murray St., New York City

## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTRÉAL

WINNIPEG

out who played this ghastly trick. They found Spearmint who disclaimed all knowledge of the affair but they did not let him go as it was suspected he knew more than he was telling. Then Doublemint appeared with a nonchalant air, asking "What all the shooting was about?" The Chesterfields were convinced that Spearmint and his one brother were not the ring leaders.

But where was little Juicy Fruit? That was the question. They hunted all day. Toward evening Juicy Fruit was found in Dalton's swimming pool, the one place that had been overlooked. The Chesterfields asked no questions; they simply took the three brothers, Spearmint, Doublemint and Juicy Fruit and dipped them in a great bowl of Mazola oil salad dressing. The Wrigley boys were taught a lesson and will never again repeat their prank; I don't think.

## L. R. Coleman Is Co-Author of Book on Psychology

Lloyd Ring Coleman, research adviser of Hughes, Wolff & Company, Inc., Rochester, N. Y., advertising agency, is co-author with Saxe Commins, also of Rochester, of "Psychology: A Simplification," a study of individual and group behavior. The book is to be published in a short time by Boni & Liveright, New York.

## R. V. Merrick with George A. McDevitt

Robert V. Merrick, of the advertising staff of the Boston *Herald-Traveler*, has resigned to join the George A. McDevitt Company, publishers' representative. Mr. Merrick will represent the Boston *Herald-Traveler*, Cleveland *News* and the New Orleans *Item-Tribune* in the New York office of the George A. McDevitt Company.

## Southern Agency Council to Meet

The Southern Council of the American Association of Advertising Agencies will meet at Atlanta on April 21.



STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1927.

STATE OF NEW YORK,  
COUNTY OF NEW YORK, ss:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; B. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 16th day of March, 1927.

(Seal) EUGENIA PIERRE HISCANO,  
Notary Public, City of New York.

(My commission expires March 30, 1927)

## WORLD PORTS

(Est. 1912, Subscription \$5.00)

circulates monthly to Authorities in 193 maritime cities of the U. S., Canada and of the World, that spend several hundreds of millions of dollars a year for new construction, improvements, maintenance, equipments and supplies for ships, dredges, harbors, channels, ports, piers, bridges, grain elevators, and warehouses.

Billions of dollars are invested in these improvements for water transportation by the cities, governments and private companies represented by subscribers.

It is also subscribed for by prominent engineers who lead in Railway and Terminal developments that co-ordinate with water transportation.

Present advertisers include Port Cities, Ship Lines, Railroads, Ship Yards, Manufacturers, Dredging Firms, Engineers, etc. It should prove profitable for many others.

Advertisements are now being booked for two convention numbers—American Association of Port Authorities at St. Louis, Mo., and Pacific Coast Association of Port Authorities at Vancouver.

Send your check for subscription, and write for advertising rates to either

PETER A. SENSENIG, Maritime Exchange Bldg., New York City.

WORLD PORTS, Wells-Fargo Bldg., New Orleans, La.

### I Earn \$7000

### Writing COPY

I would welcome the opportunity to earn an even amount or more building a future. I have reached the top rung in my present position.

*Unusual experience, every phase of Advertising. Accustomed to executive responsibilities. Credentials of unquestioned merit.*

"Q," Box 167, Printers' Ink

\*Individuality, Publicity and Low Rent will be secured by housing your business in your own building. Several excellent propositions of this type to offer now. Inquire.

L. H. Cushman,  
730 5th Avenue

Circle 3212  
N. Y. C.

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Printers' and Bookbinders' Equipment** machinery, type, supplies, Kelly presses—cut-cost material. Send for revised pruned machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

**BULLETIN** of Publishing Properties for Sale, just out. We will be glad to mail you a copy. Harris-Dibble Company, 345 Madison Ave., New York City.

**Are you interested in saving money** on your literature? We handle catalogues, booklets, etc., "from ideas to finished product." Cost no more than for printing alone. Box 722, P. I.

### RETOUCHER-ARTIST

Excellent opportunity for good all-round man to connect with active small agency. Congenial surroundings—desk space—plenty of work. Box 729, Printers' Ink.

### Printing and Litho. Salesmen

Here's a live side line—genuine steel-engraved letterheads, popularly priced. Liberal commissions. For samples, terms, write Ecker & Co., 414 N. 12th St., St. Louis, Mo.

### LARGE STUDIO TO SHARE

preferably with illustrator or figure man. Large unobstructed north light. Good steam heat. Elevator. Very moderate rent. Good location. Co-operation in answering phone. Artist starting to freelance can move right in. Studio 503—333 Fourth Ave. Tel., Madison Square 1809.

### WANTED

Good Used Metal Furnace. Capacity 1,500 to 2,000 pounds. Prefer one with automatic temperature control. Address D. W. Bernstein, New Orleans States, New Orleans, La.

### HELP WANTED

### ARTIST

who can do black and white, layout, and lettering. Send full particulars as to age, experience, salary expected, etc., and also samples of work and time, immediately to Daken Advertising Agency, 215 Virginia Street, Seattle, Washington.

### Advertising Account Executive

Agency equipped by wealth and policy to do something very fine for a business-getter with EVIDENCE has a place for him as big as his own ambitions. Write freely; our men know of this. Box 725, Printers' Ink.

**YOUNG MAN**, adept and experienced at writing and laying out advertising copy for trade journal; commercial rather than technical. \$40.00 per week to start. Opportunity also to sell advertising space; 10 per cent commission. Give age, education, experience, references. Box 710 Printers' Ink.

### ARTIST

Real figure man who is also rather versatile in advertising illustration to fill vacancy open now in art organization. Permanent position for right man who is willing to locate in Detroit. Send representative samples, photograph of self, and full information, also salary wanted in first letter. Advertisers Bureau, 975 Ea. Jefferson Ave., Detroit, Michigan.

### WANTED: SALES MANAGER

Manufacturer of electrical household specialties offers an exceptional opportunity to Sales Manager having had experience in this particular field. Not necessarily high pressure man, but one with sound, advanced ideas of merchandising preferred. Must be able to govern and direct force of salesmen, and spend some time on the road. Your letter should state full particulars concerning yourself, and your experience in this particular selling field. Photo requested. All replies strictly confidential. Box 708, Printers' Ink.

**Highly successful syndicate** advertising service can use a traveling-gentleman-salesman. Gentle. The man wanted always appears exceptionally well groomed. He is vigorously healthy—he would know how to set down in writing a complete advertising plan for customers when selling them our syndicate advertising units of folders, newspaper mats, window trims, car cards, bill-board layouts, blotters, inserts, etc.

It is natural for this man to make friendly acquaintance with prospects regardless of rebuffs. He knows a great deal about studying dispositions and capabilities of prospects and getting orders by honest and clean sales strategy, after which he renders personally a 100% service by starting his customers upon proved successful campaign plans that have for their objective an immediate stimulation in business. This man knows how to get around a territory without loss of time—knows how to help himself because it will be unnecessary to supervise his work from the main office.

This man upon admittance into our business will consider himself a member of the highest type syndicate advertising and sales promotion service in the country—an organization that gives educational helpfulness in exchange for the prospect's time before it asks for business. We would prefer a man past 35 who is not married—this is not important however. Write us in perfect confidence. Box 707, Printers' Ink.

## WANTED

By a large electrical manufacturer, an experienced man familiar with the central station industry for advertising and direct-mail activities on transmission and distribution apparatus. Box 706, P. I.

### POSITIONS WANTED

**CORRESPONDENT.** Young man, 24. Writer of human, sincere, heart-to-heart, straight-from-the-shoulder sales and business letters. Secretarial, advertising, selling experience. Box 719, P. I.

**Trade journal and newspaper editor.** Now employed. Wants position in Chicago either on publication or in advertising-publicity department of large company. Capable and energetic. \$60. Box 714, P. I.

### VISUALIZER

Good visuals; broad experience and knowledge art, type, plates. Responsible, willing. Part time or permanent arrangement. Box 727, Printers' Ink.

**ART DIRECTOR.**—Excellent knowledge art sources; also reproduction. Impressive past connections, varied experience. Young, married, and seeking real opportunity. Box 726, Printers' Ink.

**Secretary to Advertising Executive** Capable young woman can relieve busy executive of detail. Expert stenographer. Five years secretary to advertising manager. Excellent references. Box 709, P. I.

### ARTIST

A good layout man with ideas, capable of assisting with production, do considerable finished work. Large agency experience. Moderate salary. Box 705, P. I.

## PRODUCTION

Experienced in agency production work. New York City. Ask all questions through Box 717, P. I., in confidence.

**Sales Promotion**—6 years' experience, correspondence and direct mail. Now employed getting good results, but seeking better opportunity for advancement. College graduate. Box 713, Printers' Ink, Chicago Office.

### SECRETARY

Young woman, college bred, possessing expert stenographic ability and experience in the advertising agency and publication fields, seeks position of responsibility. Box 724, Printers' Ink.

**ASSISTANT** to busy advertising manager in corporation. Formerly chief of production billing in agency. Box 718, Printers' Ink.

## MY RECORD

Thoroughly grounded in the fundamentals of sound merchandising and advertising, creator of prolific selling ideas, *writer of captivating copy*. Ten years of successful copy and idea achievements in local, national and mail order fields. Industrious, dependable (34). Available for good reasons to any agency with vision. Box 723, Printers' Ink.

**Assistant to busy advertising manager**, knowledge of production, space, checking, billing, etc. Address Box 716, Printers' Ink.

### Collection Manager and Executive

Ten years' instalment experience, including credits and auto finance. Assume complete responsibility. Splendid record. Immediately available. Box 712, Printers' Ink.

### A LIVE PRODUCTION MAN

Young man with practical knowledge and experience printing, advertising; available for position with future. Has proven ability producing advertising. Buying judgment—excellent. Box 728, P. I.

**Copy Writer**—Five years' advertising experience. Can write short copy with a punch, posters, headlines, outdoor displays. Would be dependable assistant to Copy Chief. Now employed. Thoroughly business-like young woman who can meet your customers. Box 711, Printers' Ink.

**Executive.** College graduate, 31, with 7 years' experience desires permanent position with advertising or sales promotion manager needing a capable, loyal assistant to handle details of production, department management, etc. Keen student. Excellent references. Box 715, P. I.

### Advertising or Sales Managers

Do you contemplate an house to house campaign of sampling or couponing? I have 17 years' experience on the road with and without crews in 24 States. Have been with but four different firms. Refer you to them. Chas. R. Evans, 330 Washington St., Newton, Mass.

### YOUNG MAN SEEKS A FUTURE

24, college-trained. Has a good business background, gleaned from 5 years' advertising experience. He is not "just looking for a job"—but will start anywhere at any figure—**PROVIDING IT OFFERS AN EXCEPTIONAL OPPORTUNITY FOR A SUCCESSFUL FUTURE!** Box 720, Printers' Ink.

**SALESMANAGER** with small manufacturer or Divisional Manager with large one. Thoroughly familiar with the distribution of products through either Dealer or Jobber organizations or direct to the consumer. Capable of building, training and holding a Sales Organization which will get results. Twenty-nine years of age; married; college education; eight years' experience. Convincing references. M. F. G., 112 Maple Avenue, Irvington, N. J.

## AVAILABLE

Experienced executive with practical knowledge of advertising, sales promotion and management. Publication, Product or Service.

Possesses Good Health, Good Presence and Tact. American, Protestant, Happily Married, 39 years old, not adverse to leaving New York.

Interested in what the next 10 years promise—asking \$7800. Box 721, P. I.

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*That amazing young athlete, Mr. Harold Osborne, jumps 5 feet 4 inches high from a standing start. From a running take-off his record (World's Record) is 6 feet 8¼.*

This is much like the difference (in effectiveness) between an advertisement prepared on the "inspiration of the moment," and one that is painstakingly dug out of the authentic, current facts on the subject.

No advertising organization, we are sure, has a higher appreciation of that spark called inspiration, than we have. But add to it the ability to *get* and to *interpret* the facts and the difference is incalculable.

*The* JOHN H. DUNHAM *Company*  
*Advertising*  
 TRIBUNE TOWER  
 CHICAGO

# The Million Dollar Belwethers and The Chicago Tribune

**T**WENTY-THREE advertisers among some 300 listed by the bureau of advertising of the A.N.P.A. each spent a million dollars or more in newspapers in 1926. Twenty out of the 23 spent more for advertising in The Tribune than in any other Chicago newspaper. Several spent more in The Tribune than in all other Chicago newspapers combined.

All but one of the 23 advertisers used The Tribune. The one exception is now in The Tribune, carrying a large program of advertising in 1927. The Tribune's leadership covered various lines—automobiles, food, drug, publishers, gasoline, tobacco, and household utilities.

The Chicago Tribune has helped to build business for nearly all of the big national advertisers.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER